!ĭΘþ‖ɛ ĎžĎžΘþ‖ɛ Ŷɛ !ƨǴ

‖ ĂdžƧŏ!ƒ Ɨƶdžǵŋ
ƗŏƧƒþŬƒ ĎžĂ‖ƶ!ƒĂ þǴƮ‖ķþŬƒ Ɨŏ‖Ɨ
ýǴdžƵŬƒ ƖƧƒþƍ Ďžʅþ

أثر التفكير الإبداعي على فاعلية عملية اتخاذ القرار الإداري: دراسة ميدانية من وجهة نظر الإدارة العليا والوسطى في شركات التأمين العاملة في الأردن

The Impact of Creative Thinking on the Effectiveness of Administrative Decision-Making Process: A Field Study from Top and Middle Management Perspective in Insurance Companies Operating in Jordan

Ɣ!ǴƱ!ƒ þƒþƵƍ

أحمد عبدالله سويدات

þǸƗ‖ǭ‖ɛ ƤƗƨŬɛ ƹɛþʅǡ

فؤاد نجيب الشيخ

ýǴdžƵŬƒ ƖƧƒþƍ : ƒ ƮƤķ!ƒ ý‖ơ

Ďž2014

hŭĭžĔþ5 l Fĭc

بسم الله الرحمن الرحيم

﴿ إِنَّ فِي خَلۡقِ ٱلسَّمَٰوَٰتِ وَٱلۡأَرۡضِ وَٱخۡتِلَٰفِ ٱلَّيۡلِ وَٱلنَّهَارِ لَأٓيَٰتٖ لِّأُوْلِي ٱلۡأَلۡبَٰبِ ١٩٠
ٱلَّذِينَ يَذۡكُرُونَ ٱللَّهَ قِيَٰمٗا وَقُعُودٗا وَعَلَىٰ جُنُوبِهِمۡ وَيَتَفَكَّرُونَ فِي خَلۡقِ ٱلسَّمَٰوَٰتِ وَٱلۡأَرۡضِ
رَبَّنَا مَا خَلَقۡتَ هَٰذَا بَٰطِلٗا سُبۡحَٰنَكَ فَقِنَا عَذَابَ ٱلنَّارِ ١٩١ ﴾ [191 - 190 ÛĐžĔþĐŽŸ üĐ]

﴿ فَبِمَا رَحۡمَةٖ مِّنَ ٱللَّهِ لِنتَ لَهُمۡۖ وَلَوۡ كُنتَ فَظًّا غَلِيظَ ٱلۡقَلۡبِ لَٱنفَضُّواْ مِنۡ حَوۡلِكَۖ فَٱعۡفُ
عَنۡهُمۡ وَٱسۡتَغۡفِرۡ لَهُمۡ وَشَاوِرۡهُمۡ فِي ٱلۡأَمۡرِۖ فَإِذَا عَزَمۡتَ فَتَوَكَّلۡ عَلَى ٱللَّهِۚ إِنَّ ٱللَّهَ يُحِبُّ
ٱلۡمُتَوَكِّلِينَ ١٥٩ ﴾ [159 ÜLJſƧďžZ ýc]

أثر التفكير الإبداعي على فاعلية عملية اتخاذ القرار ألإداري دراسة ميدانية من وجهة نظر الإدارة العليا والوسطى في شركات التأمين العاملة في الأردن.

إعداد

أحمد عبدالله قاسم سويدات

بكالوريوس إدارة أعمال، الجامعة العربية المفتوحة، 2008

قدمت هذه الرسالة استكمالاً لمتطلبات الحصول على درجة الماجستير في إدارة الاعمال، جامعة اليرموك، اربد.

وافق عليها

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أستاذ في أدارة الاعمال، جامعة اليرموك.

د. وليد مجلي العواوده .... عضواً

أستاذ مشارك في إدارة الأعمال، جامعة آل البيت.

د. يزن خالد مقدادي.. عضواً

أستاذ مساعد في إدارة الأعمال، جامعة اليرموك.

تاريخ مناقشة الرسالة

2004/12/17

الإهداء

ÅÄăǳǯǩƚ ǫǨǭâƚ Ǭǫüǩƚ ƝƷǨǶǭ Åǩƒ

ǬæƸǦǩƚ ǨǶǩǸƽƷ ǹƴƒǩƚ ƷǸǶƥ ĀǫǗǩƚ ƴǾƽ Åǩƒ

محمد صلى الله عليه وسلم

ƝǨǾƮǩƚ ƫÊƽ Ǹǵ ǬǫüǩƚǯƺǫǢǶǫƷǫǕ ǰǭ Åǩƒ

ƊǨǶüǩƚƥ ƸǶƨǩƚ ǢǶǫǯƽǨâ ǰǭ Åǩƒ

والدتي العزيزة

ǰĂǸǩƚ ǰǕ ǔəƚƳ ǻžǩƚ ǨǫǨǯǩƚ ǻƴǪƪǩƚ Åǩƒ

أبي الغالي (رحمه الله)

ǻƳƚƐə ǬǶǫƛ ƨǶǫæƥ ǢāƥƸǕ ǢƏ ǻƸƪæ ǬǶǵƒ ǰǭ Åǩƒ

وعد وتالا ودعاء ودانية (بنات أختي)

ǬǶǨǭƥ ǢǶǨǵƒǫƥ ǢǶÊǭƸƥ ǢǶǨǻƴǆǫ Åǩƒ

عبد الرحمن وسامي وعمر وحسن و أريج.

ƘƟƒƓǁƐ

[illegible]

[illegible]

وكما قال أمير الشعراء أحمد شوقي مادحاً إياهم:

[illegible]

[illegible]

[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
1	[illegible]
2	(1-1) [illegible]
3	(1-2) [illegible]
4	(1-3) [illegible]
5	(1-4) [illegible]
6	(1-5) [illegible]
8	[illegible]
9	(1-6) [illegible]
10	(1-7) [illegible]
10	(1-8) [illegible]
13	[illegible]
14	(2-1) [illegible]
14	(2-2) [illegible]
15	(2-2-1) [illegible]
18	(2-2-2) [illegible]
19	(2-2-3) [illegible]
20	(2-2-4) [illegible]
23	(2-3) [illegible]
23	(2-3-1) [illegible]
23	(2-3-2) [illegible]

فهرس الجداول

84	(Simple Linear Regression) ƱŏƪƸ!ƒ ǑƱƤ!ƒ ƧƒƥơǊǓƒ ƧǴƸķƤƒ ШǴķǰ Ĭ̈ƵƷ ǑƷƒƥƸǗƒ ƧŏǂƽƸ!ƒ Ǒ5 ƘǕǂƬǆǕ! ƗŏƪǴƪơ!ƒ ǇƧǴǆǆ ƧƼƒǍķ ƧǛ ǇƷ ƻƬǂǕ! . ĭ ƧƒƥǗƒ ƧƒƧ!!ƒ ƦǴƤƙƒ ƗŏǕǆƵ ƗŏǕƵǴ5	(5-15)
85	Multicollinearity) ƗǕƘƪǆ!ƒ ƗƪƒƧƥ!ƒ ƘƒƧŏƺǆǆ ǇǊŏ ƱǴƸķƧǓƒ ƧǴƸķƤƒ ШǴķǰ . ĭ ƧƒƥǗƒ ƧƒƧ!!ƒ ƦǴƤƙƒ ƗŏǕǆƵ ƗŏǕƵǴ5 Ĭ̈ƵƷ ǑƷƒƥƸǗƒ ƧŏǂƽƸ!ƒ ƧǛ ǇƷ ƻƬǂǕ! (	(5-16)
86	ǑƷƒƥƸǗƒ ƧŏǂƽƸ!ƒ ĭ ƧŏƺƙǆƵ ǇǊŏ (Correlation coefficient) ƱǴƸķƧǓƒ ýǆǴƺǆ . ĭ ƧƒƥǗƒ ƧƒƧ!!ƒ ƦǴƤƙƒ ƗŏǕǆƵ ƗŏǕƵǴ5Ǎ	(5-17)
89	ƘǓǴƞǆ ýŏǆƞ Ĭ̈ƵƷ (MANOVA) ƥƥƺƙǆ!ƒ ǑƷǴƪ!ƒ ǇǊǴƸƙ!ƒ ƧǴƸķƤƒ ǈƑǴķǰ ƗǕǆǴƺ!ƒ ǇǊǆǆƙ!ƒ ƘǴǂƧƬ Ǒ5 ǑƷƒƥƸǗƒ ƧŏǂƽƸ!ƒ ăǍƙƪǆ ƘƒƧŏƺǆǕ! ǴƺƸƙ ƗƪƒƧƥ!ƒ .ƗŏƽŏƯǍ!ƒǍ Ɨŏ5ƒƧƺǆŏƥ!ƒ ƘƒƧŏƺǆ!ƒ Ĭ!ƹ ăƨƺƙ ǇƥƧǕƒ Ǒ5	(5-18)
91	ƥƥƷ ƧŏƺƙǆƵ Ĭ̈ƵƷ ƾǍƧƽ!ƒ ýƥƒǍǆ ǇƷ ƻƬǂǕ! (scheffe) ǊŏƽŏƬ ƧǴƸƙƤƒ ǈƑǴķǰ .Ɨ!ǴƮǕƒ ýǴƞǆ Ǒ5 ǑǕǂ!ƒ ǇǊǕǆǴƺ!ƒ	(5-19)
91	Ĭǆƪǆ!ƒ ƧŏƺƙǆƵ Ĭ̈ƵƷ ƾǍƧƽ!ƒ ýƥƒǍǆ ǇƷ ƻƬǂǕ! (scheffe) ǊŏƽŏƬ ƧǴƸƙƤƒ ǈƑǴķǰ .ƗǰǍƧǆ!ƒ ýǴƞǆ Ǒ5 ǑƽŏƯǍ!ƒ	(5-20)
92	(ǑƷƒƥƸǗƒ ƧŏǂƽƸ!ƒ)ýǂǂ ǇƒƥǕƒ Ĭ̈ƵƷ (ANOVA) ǇǊǴƸƙ!ƒ ýŏǕơƙ ƧǴƸƙƤƒ ǈƑǴķǰ ƥƥƷ ǕǑƽŏƯǍ!ƒ Ĭǆƪǆ!ƒ ǕǑǆǕƺ!ƒ ýǊƋǆ!ƒ ǕǕƧǆƺ!ƒ ǕΣǰƞ!ƒ) ƘƒƧŏƺǆǕ! ǴƺƸƙ Ǎ ǕƗǂƧƬ Ǒ5 ǇǕǆǴƺ!ƒ ǑǕǂ!ƒ ǇŏƽǍǆ!ƒ ƥƥƷ ǕǑƽŏƯǍ!ƒ Ĭǆƪǆ!ƒ ǕǇƧǸƤ!ƒ ƘƒǍǰƪ .(ƗǂƧƬ!ƒ ƧǆƵ	(5-21)
93	ƘǴǈǴƞƙƒ ăǍƙƪǆ ΣŏǕƙ ǑƙǕ!ƒ ƗŏƧǴŏƺǆ!ƒ ƘǴ5ƒƧơǰǓƒǍ ƗŏǴǴƪơ!ƒ ƘǴƱƪǍƙǆ!ƒ ĭ ƧƒƥǗƒ ƧƒƧ!!ƒ ƦǴƤƙƒ ƗŏǕǆƵ ƗŏǕƵǴ5 ăǍƙƪǆ ýǍơ ĬƱƪǍ!ƒǍ ǴǕƺ!ƒ ǇƧƒƥǗƒ .ƗŏƽŏƯǍ!ƒǍ Ɨŏ5ƒƧƺǆŏƥ!ƒ ƘƒƧŏƺǆǕ! ăƨƺƙ	(5-22)
94	ƗŏǕƵǴ5 ăǍƙƪǆ Ǒ5 ƾǍƧƽ!ƒ ǇƷ ƻƬǂǕ! (ANOVA) ǇǊǴƸƙ!ƒ ýŏǕơƙ ƧǴƸƙƤƒ ǈƑǴķǰ Ĭ!ƹ ăƨƺƙ ǇƥƧǕƒ Ǒ5 ƗǕǆǴƺ!ƒ ǇǊǆǆƙ!ƒ ƘǴǂƧƬ Ǒ5 ĭ ƧƒƥǗƒ ƧƒƧ!!ƒ ƦǴƤƙƒ .ƗŏƽŏƯǍ!ƒǍ Ɨŏ5ƒƧƺǆŏƥ!ƒ ƘƒƧŏƺǆ!ƒ	(5-23)
95	ƥƥƷ ƧŏƺƙǆƵ Ĭ̈ƵƷ ƾǍƧƽ!ƒ ýƥƒǍǆ ǇƷ ƻƬǂǕ! (scheffe) ǊŏƽŏƬ ƧǴƸƙƤƒ ǈƑǴķǰ ƗǕǆǴƺ!ƒ ǇǊǆǆƙ!ƒ ƘǴǂƧƬ!ƒ Ǒ5 ĭ ƧƒƥǗƒ ƧƒƧ!!ƒ ƦǴƤƙƒ ƗŏǕƵǴ5 Ǒ5 ǑǕǂ!ƒ ǇǕǆǴƺ!ƒ .ǇƥƧǕƒ Ǒ5	(5-24)

قائمة الملاحق

ƕϴƨƬǁƐ	ƼϴǂǅǁƐ ǃƨƐ	ƼϴǂǅǁƐ ǃƽƥ
117	ǂǇǴǲƓǓƒ	(1) ƽơǁǆ
122	ǇǑǆǂơǆǃƒ ǄǴǆƓǷ ǂǆǶǴƿ	(2) ƽơǁǆ
123	ǇƥƧǕƒ Ǒ5 ǂǁǆǴǫǃƒ ǇǑǆǴǩǃƒ ƘǴǂƧƬǃƒ ǄǴǆƓǷ	(3) ƽơǁǆ
124	ǂǆǌǆ ǿǑǌƓǨ ƔǴǩǂ	(4) ƽơǁǆ

ملخص الدراسة

[illegible] (2014).

[illegible]

[illegible] (28) [illegible] (24) [illegible] (270) [illegible] (218) [illegible] (25) [illegible] 11) [illegible].

[illegible]:

ƨ5ƒĂƙ! (0.05 ≥α) Ɨ!Ǚþ!ƒ ăĂƙʅǆ þǉƵ ƗǒƑƓƮơƒ Ɨ!Ǚþ ĂƦ ƴƽƙƨǆ ăĂƙʅǆ þĂηĂ .1

.ǈþƨǕƒ Ŏ5 ƗǆǆƓƶ!ƒ ǈǒǆǆƙ!ƒ ƘƓƗƨƬ Ŏ5 ƗʅǆƤ!ƒ ǉþƓƶǆǆ ŎƵƒþǆǙƒ ƨǒƗƽƙ!ƒ

ƗǒǆǆƵ ƗǒǆƵƓ5! (0.05 ≥α) Ɨ!Ǚþ!ƒ ăĂƙʅǆ þǉƵ ƗǒƑƓƮơǫ Ɨ!Ǚþ ĂƦ ƴƽƙƨǆ ăĂƙʅǆ ǁƓǉǋ .2

.ǈþƨǕƒ Ŏ5 ƗǆǆƓƶ!ƒ ǈǒǆǆƙ!ƒ ƘƓƗƨƬ Ŏ5 ǐƨƒþǙƒ ƨƒƨ!!ƒ ƦƓƤƙƒ

ƗǒʅƓʅơ!ƒĂ Ɨ!ƓƮǕƒĂ ǙƗư ƓƼǙƒĂ ƗǉĂƨǆ!ƒĂ Ɨþǚƀ!ƒ ƘƒƨƓǌǆ ƨ5ƒĂƙ! ŎǆƓηǒǫ ƨǆǆ þĂηĂ .3

Ŏ5 ƗǆǆƓƶ!ƒ ǈǒǆǆƙ!ƒ ƘƓƗƨƬ Ŏ5 ǐƨƒþǙƒ ƨƒƨ!!ƒ ƦƓƤƙƒ ƗǒǆǆƵ ƗǒǆƵƓ5 Ŏ5 Ƙǚ!ƗƬǆǆ!

.ǈþƨǕƒ

ƦƓƤƙƒ ƗǒǆƵƓ5Ă ŎƵƒþǆǙƒ ƨǒƗƽƙ!ƒ þƓƶǆǆ ǈǆǆ ǭƗ Ŏ5 ƗǒƑƓƮơǫ Ɨ!Ǚþ ƘƒƦ ƽĂƨ5 þĂηĂ ǆþƵ .4

ǙƩǉη!ƒ):Ɨǒ!Ɠƙ!ƒ ƘƒƨǒƺƙǆǆǆƓƶǆǆƙ ǈþƨǕƒ Ŏ5 ƗǆǆƓƶ!ƒ ǈǒǆǆƙ!ƒ ƘƓƗƨƬ Ŏ5 ǐƨƒþǙƒ ƨƒƨ!!ƒ

.(ƗƗƨƬ!ƒ ƨǆƵĂ ǙŎǆƗ!ƒ ǈǒǆǆƓƶ!ƒ þþƵ ǙƖƨǆƤ!ƒ ƘƒĂǉʅ þþƵ ǙŎǆǆƶ!ƒ ǭǊƋǆ!ƒ ǙƨǆƵ!ƒ

:ƓǊƨƨǆǆ ƘƓǒƮĂƙ!ƒ ǈǆ ƗƵĂǆηǆ ƗơƓǆ!ƒ ǆþþ ǙǊƑƓƙǉ!ƒ ǉƦǋ ƇĂư Ŏ5

- ǈǆ þηƙʅǒ ƓǆƵ ǏǆƵ ǆǆƵǚǙƷǙ Ǚǈǒƨǒþǆǆ! ŎƵƒþǆǙƒ ƨǒƗƽƙ!ƒ ƘƒƨƓǌǆ ƗǒǆǉƙƓ Ŏ5 ƨƒƨǆƙʅǙƒ

.ƘǙƓηǆ!ƒ ǉƦǋ Ŏ5 ƘƓǒǉƙ

- ǈǒƽƙĂǆ!ƒ ƳǚƷǫĂ ǙƘƒƨƒƨ!!ƒ ƴǉƮ ƗǒǆǆƵ Ŏ5 ƗƽǆƤǆ!ƒ ƗǒƨƒþǙƒ ƘƓǒĂƙʅǆ!ƒ ǁƒƨƬǫ

ƓǆǆǆƙǆƵ ƗƵƨʅĂ ǈǈ! ǆǉǆƙưƨƓƵ Ɨηƨþ ǈǆ ǭǆǆǒ ǁ!ƦǈǕ ǙƘƒþηƙʅǆ ǈǆ ǆƙǆƓ ǏǆƵ

.ƗǒǆƙʅǆǆƘƓǆǆƵ ƗǒǆǈĂþ ƨƬƓǆ!ƒ ǈǉǒǆƷƙĂ

ƖƑǁþʅ ǗăþƐǊǕƐ þƐþƨǁƐ ƤƑǍƗƐ ǆǏƗǄǓ ǆǏƗǓƑƺ ǗǏǓƐǊƓǕƐ þǏǁƵƗǁƐ :ǆǏƟƑƗƧǄǁƐ ƖƑǄƗǁǁƐ

.ǄǉǊþǕƐ ǏƺǆƗǄƑǓǁƐ ǄǏǄƑƗǁƐ

الفصل الأول

الإطار العام للدراسة

الفصل الأول

الإطار العام للدراسة

1-1 [illegible]

[illegible]

[illegible]

.(2003[illegible]) [illegible]

[illegible] (Rowe, 2004) [illegible]

[illegible]

[illegible] (2007 [illegible]) [illegible]

1-2 [illegible]

[illegible] (2002) [illegible]

Ŏ5 ŎƵƒþƜŰƒ Ƨŏǂƽƙ!ƒ Ƨ5ƒĂƙ ăþdž ĬƖƵ ƇĂư!ƒ ŎƖƙ! ǂŏǉƒþŏdž!ƒ ǂƪƒƧþ!ƒ ǉƦǋ ƘƇǹ ƒƦ!

ƦǴƤƙƒ ǂŏƖdžƵ ǂŏƖƵǴ5 ĬƖƵ ǉƧƛƊĂ (ǈŏdžǆƙ!ƒ ƘǴǂƧƬ) ǉþƧǕƒ Ŏ5 ǂŏƪŏƑƧ!ƒ ýǴdžƵǕƒ ƘǴƵǴƱp þơƊ

.ƘǴƪƒƧþ!ƒ ǉƦǋ ýƛdž ƝŏŎ5 ƧþǈŎ ĭƦ!ƒ ƳǴƱl!ƒ ƒƦǋ Ŏ5 ƘƒƧƒƧl!ƒ

1-3 :ƕƨƐþơƖƐ ƕĭƊǆǉǅ

ǂơƕƙ ǴǌǉĂǂ ǈdžĂ ƝlĂǴǉƙƙ ĭƦ!ƒ ƳĂưĂdž!ƒ ǂŏĂŏơ ǈdž ǴǌƙŏdžƝƊ ǂŏ!Ǵơ!ƒ ǂƪƒƧþ!ƒ ƔƪƙǂƙǴǌǉĂǂ

ýĂǴǉƙƙ ǴǌǉĂǂ ǈdž ǴǌƙŏdžƝƊ ǂƪƒƧþ!ƒ Ɣƪƙǂƙ Ǵdžǂ Ŭǂŏ ƧƒþŰƒ ƘƒƧƒƧl!ƒ ƦǴƤƙƒ ǂŏƖdžƵ ǂŏƖƵǴ5 ƩǴǒp Ŏ5

ƘƒƧƒƧl!ƒ ƦǴƤƙƒ ĬƖƵ ǉƧŏƛǆƙ ăþdžĂ ŎƵƒþƜŰƒ Ƨŏǂƽƙ!ƒ ǂŏƖdžƵ ĂƝǉĂ ǺƧƬǴƶdž ǴŏƧƒþƍ ǴdžĂǌƽdž

.ǂŏƧƒþŰƒ

ƳĂưĂdž Ƙ!ĂǴǉƙ Ŏƙ!ƒ ǂŏƕƧƶ!ƒ ǂǴơƕǕƒ ƖƧþǉ ǈdž ǂƪƒƧþ!ƒ ǉƦǌ! ǂŏƧƲǉ!ƒ ǂŏdžǈǕƒ ƴƕǉƙ

ƳǴƱpĂ ƊǴƵ ýǂƬƕ ǂŏǉþƧǕƒ ƘǴǂƧƬ!ƒ Ŏ5 ĭƧƒþŰƒ ƧƒƧl!ƒ ǂŏƖƵǴ5 ĬƖƵ ŎƵƒþƜŰƒ Ƨŏǂƽƙ!ƒ ƧƛƊ

Ɩþŏþƞ ƻƧǴƶdžƕ ǂŏƕƧƶ!ƒ ǂƕƙǂdž!ƒ ǂƪƒƧþ!ƒ ǉƦǋ þ5Ƨƙ ǈƊ ýĂdžƊdž!ƒ ǈdž ǂŏơ . ƒ ǴƤ ýǂƬƕ ǈŏdžǆƙ!ƒ

ǈŏdžǆƙ!ƒ ƘǴǂƧƬ Ŏ5 ĭƧƒþŰƒ ƧƒƧl!ƒ ƦǴƤƙƒ ǂŏƖdžƵ ǂŏƖƵǴ5 ĬƖƵ ŎƵƒþƜŰƒ Ƨŏǂƽƙ!ƒ ăĂƙƪdž ƧƛƊ ýĂơ

Ƙ!ĂǴǉƙ Ŏƙ!ƒ ƖþŏơĂ!ƒ ǂƪƒƧþ!ƒ ǉƦǋ ǈĂǂƙ þǴǂƙ Ŭǂ ơǴƕ!ƒ ƊƖƵ ƔƪơĂ .ǈþƧǕƒ Ŏ5 ǂƖdžǴƶ!ƒ

.ƖƧƒþŰƒ ƘǴŏƕþƊ Ŏ5 ƖĂƞ5!ƒ þƪ Ŏ5 ǂƪƒƧþ!ƒ ǉƦǋ ƊǌƪƙǈƊ ƴþĂƙdž!ƒ ǈdž ƒƦ! ÝƳĂưĂdž!ƒ

ƘǴǂƧƬ ŎǋĂ ǂ!ĂǴǉƙƙ ĭƦ!ƒ ƴdžƙƞdžƖ! ǴǋƧǴŏƙƤǴƕ ƾƖƶƙƙ5 ǂƪƒƧþƖ! ǂŏƖdžƶ!ƒ ǂŏdžǈǕƒ ǴdžƊ

Ŏ5 ǂŏþǴƬƙpŰƒ ƖǴŏơ!ƒ Ŏ5 ǴdžǴǋ ǺƧĂþ ƘǴǂƧƬ!ƒ ǉƦǋ Ɣƶƙ ǂŏơ ŬǈþƧǕƒ Ŏ5 ǂƖdžǴƶ!ƒ ǈŏdžǆƙ!ƒ

.ǈþƧǕƒ ýƤƒþ ǂŏþǴƬƙpǓƒ ƘǴƱǴƬǉ!ƒ ƝǉĂƊ ǈdž ƧŏƛǂǴƕ ǂŏǉŏdžǆƙ!ƒ ǴǌƙǴdžþƤ ƱǴƕƙƧǓ ǺƧƲǉ ŬǈþƧǕƒ

Ŏ5 ǂƖdžǴƶ!ƒ ƘǴǂƧƬ!ƒ ýƕp ǈdž ǂ5Ǵưdž!ƒ ǂdžŏl!ƒ ǈƊ ƖƧ5ĂƙƊdž!ƒ (2009) ƊǴƶ! ƘƒƇǴƬơŰƒ ƧŏƬƙ

ƻ!ƙŏ ǈŏdžǆƙ!ƒ ƳǴƱp ǈƊ ǈŏdžǆƙƖ! ǂdžǴƶ!ƒ ǂƑŏǌ!ƒ ƘơƬ5Ɗ ǂŏơ (%50.9) ƘƺƖƕ ǈŏdžǆƙ!ƒ ƳǴƱp

ƘƺƖƕ Ǝ .(3)ƨơƖdž ƧƲǉƒ ǉþƧǕƒ ýƤƒþ ǈŏdžǆƙ ýǴdžƵƊ ǂƪƧǴdždž! ǂƬƤƧdž ǈŏdžǆƙ ǂǂƧƬ (28) ǈdž

ƘƒþĂƞĂdž ƳĂdžƞdž ƸƖƕ Ǵdžŏ5 ƧǴǉŏþ ǈĂŏƖdž 295,2 Ŏ!Ăơ ƘǴǂƧƬ!ƒ ǉƦǋ ýƒĂdžƊ ƩĂƌƧ ƳĂdžƞdž

[illegible] 473,6 [illegible] 718,7 [illegible]

.(2012 [illegible]) 2010 [illegible]

[illegible]

1-4 [illegible]:

[illegible]:

1. [illegible]

2. [illegible]

3. [illegible]

4. [illegible]

5.

1-5

- [illegible]

- [illegible]

- [illegible]

- [illegible]

- [illegible]

:ƕʊƨƐþơǁƐ ǀƑĭƮþʓ :ƑĭďƑƙ

:ƗŏƙŬƒ ƘǴŏưƧ5!ƒ ƒ ơ5 Ĭ!ǫ ƗƪƒƧþ!ƒ ƻþnjƙ

- ƗþƻǁƐ ƕĭƮþƻǁƐ ƕĭƨĭəþǁƐ ǍǁNjŬƐ: ǁǴǁNj ďƪƙǍă ďǀǁƤƨƯ ǍƦ þŬ!Ɨ ơƮǴƑŏƗ ƷǀǀùþďƪùƙǍă
Ɨ!Ůþ!ƒ (0.05 ≥ α) !ƙǍƒƧ ƙ5ƗŏƧ ƒŬƕþƒƵŎ ƕƶǴþǀǀ !ďƤƙǀ5Ɨ 5Ŏ ƬƧǂǴƘ !ƙďďŏǀ !ƵǴďǀùƗ
.ƒŪƧþǀ 5Ŏ

- ƗþƻǁƐ ƕĭƨĭəþǁƐ ƕĭďƑƙǁƐ: ǁǴǁNj ďƪƙǍă ďǀǁƤƨƯ ǍƦ þŬ!Ɨ ơƮǴƑŏƗ ƷǀǀùþďƪùƙǍă
ƒ!þŬ!Ɨ (α ≥ 0.05) !5ǴƵǀŏƗ ƵďǀǀŏƗ ƒƙƤǴƦ ƒ!ƧƒƧ ƒŰþƒƧ ĭ 5Ŏ ƬƧǂǴƘ !ƙďďŏǀ !ƵǴďǀǀƗ
.ƒŪƧþǀ 5Ŏ

- ƗþƻǁƐ ƕĭƨĭəþǁƐ ƕƙǁƑƙǁƐ: ǁǴǁNj ƊƧ ǫŏƞǴƕŎ ǍƦ þŬ!Ɨ ơƮǴƑŏƗ ƷǀþďƪùƙǍă ƒ!þŬ!ùƗ
(α ≥ 0.05) !ǀƙƒƧŏƧ ƒŬƕþƒƵŎ ƵǀǀĬ 5ǴƵǀŏƗ ƵďǀǀŏƗ ƒƙƤǴƦ ƒ!ǀùƧƒƧ ĭ 5ùŎ ƬùƧǂǴƘ
:ƒ!ƙďďŏǀ !ƵǴďǀǀƗ 5Ŏ ƒŪƧþǀ. ŏƙ5ƧY ďǀǀƪǴ ƒ!5ƧưŏǴƘ ƒ!ƙǴ!Ŏƚ:

- ƗþƻǁƐ ƕĭƮþƻǁƐ ǍǁNjŬƐ ƕĭYþƻǁƐ: ǁǴǁNj ƊƧ ǫŏƞǴƕŎ ǍƦ þŬ!Ɨ ơƮǴƑŏƗ ƷǀþďƪùƙǍă ƒ!þŬ!ùƗ (
α ≥ 0.05) !ƙǍƒ5Ƨ ďǀǀƪƧǀ ƒ!ŪŭþƗ 5Ŏ ƒ!ƙƨƒƧ ƒŬƕþƒƵŎ ƵǀǀĬ 5ǴƵǀŏƗ ƵďǀǀŏùƗ ƒƙƤǴƦ
.ƒŪƧþǀ 5Ŏ ƒ!ƙďďŏǀ !ƵǴďǀǀƗ 5Ŏ ƬƧǂǴƘ ƒŰþƒƧ ĭ 5Ŏ ƒ!ƧƒƧ

- ƗþƻǁƐ ƕĭďƑƙǁƐ ƕĭYþƻǁƐ: ǁǴǁNj ƊƧ ǫŏƞǴƕŎ ǍƦ þŬ!Ɨ ơƮǴƑŏƗ ƷǀþďƪùƙǍă ƒ!þŬ!ùƗ (
α ≥ 0.05) !ƙǍƒ5Ƨ ďǀǀƪƧǀ ƒ!ďƧǍǀƗ 5Ŏ ƒ!ƙƨƒƧ ƒŬƕþƒƵŎ ƵǀǀĬ 5ǴƵǀŏƗ ƵďǀǀŏùƗ ƒƙƤǴƦ
.ƒŪƧþǀ 5Ŏ ƒ!ƙďďŏǀ !ƵǴďǀǀƗ 5Ŏ ƬƧǂǴƘ ƒŰþƒƧ ĭ 5Ŏ ƒ!ƧƒƧ

- ƗþƻǁƐ ƕƙǁƑƙǁƐ ƕĭYþƻǁƐ: ǁǴǁNj ƊƧ ǫŏƞǴƕŎ ǍƦ þŬ!Ɨ ơƮǴƑŏƗ ƷǀþďƪùƙǍă ƒ!þŬ!ùƗ (
α ≥ 0.05) !ƙǍƒ5Ƨ ďǀǀƪƧǀ ƒ!ŪƮǴ!Ɨ 5Ŏ ƒ!ƙƨƒƧ ƒŬƕþƒƵŎ ƵǀǀĬ 5ǴƵǀŏƗ ƵďǀǀŏùƗ ƒƙƤǴƦ
.ƒŪƧþǀ 5Ŏ ƒ!ƙďďŏǀ !ƵǴďǀǀƗ 5Ŏ ƬƧǂǴƘ ƒŰþƒƧ ĭ 5Ŏ ƒ!ƧƒƧ

-) Ɨ!Ǖþ!ƒ ăĂƙ˥ǆ þǇƵ ƗǒƑǦƮơǫ Ɨ!Ǖþ ĂŖ ǑƕǦƞǒǫ ƧƛƊ ǁǦǇǋ :ƕǐƳþƻǁƐ ƕƴǦƐþǁƐ ƕǐƮþƻǁƐ - ŖǦùƤƙƒ Ɨùǒǁǆ ǆƵ ƗǒǁƵǦ5 Ǐǁ Ƶ ǑƵƒþƕǕƒ Ƨǒǂƺƙ!ƒ Ǒ5 Ɨư Ǧ5Ǖƒ lƧǦǌǆ Ƨ5ƒĂƙ! (0.05 ≥ α

.ǇþƧǕ̄ƒ Ǒ5 ƗǁǆǦƶ!ƒ ǇǑǆǆƙ!ƒ ƘǦǂƧƬ Ǒ5 ĭ ƧƒþǕƒ ƧƒƧl!ƒ

- Ɨù!Ǖþ!ƒ ăĂƙ˥ǆ þǇƵ ƗǒƑǦƮơǫ Ɨ!Ǖþ ĂŖ ǑƕǦƞǒǫ ƧƛƊ ǁǦǇǋ :ƕǐƳþƻǁƐ ƕƨǄƑǭǁƐ ƕǐƮþƻǁƐ Ɨùǒǁ ƵǦ5 Ǐù ǁƵ ǑƵƒþƕǕƒ Ƨǒǂƺƙ!ƒ Ǒ5 ƘǓǂƬǆǁ! Ɨǒ˥Ǧ˥ơ!ƒ lƧǦǌǆ Ƨ5ƒĂƙ! (0.05 ≥ α)

.ǇþƧǕ̄ƒ Ǒ5 ƗǁǆǦƶ!ƒ ǇǑǆǆƙ!ƒ ƘǦǂƧƬ Ǒ5 ĭ ƧƒþǕƒ ƧƒƧl!ƒ ŖǦƤƙƒ Ɨǒǁǆ Ƶ

- Ɨù!Ǖþ!ƒ ăĂƙ˥ǆ þǇƵ ƗǒƑǦƮơǫ Ɨ!Ǖþ ƘƒŖ ƾĂƧ5 þƞĂƙ Ǖ :ƕƴǦƐþǁƐ ƕǐƨǐǝþǁƐ ƕǐƮþƻǁƐ ǇþƧǕ̄ƒ Ǒù5 ƗùǁǆǦƶ!ƒ ǇǑǆǆƙ!ƒ ƘǦǂƧƬ Ǒ5 ǑƵƒþƕǕƒ Ƨǒǂƺƙ!ƒ ăĂƙ˥ǆ Ǒ5 (0.05 ≥ α)
ƘƒĂǇ˥ ǕǑǆǁƶ!ƒ ƴǋǆǆ!ƒ ǕƧǆƶ!ƒ ǕƩǇƞ!ƒ) Ɨǒ5ǒƲĂ!ƒĂ Ɨǒ5ƒƧǆǆǒþ!ƒ ƘƒƧǒǆǆǆ!ƒ Ǐ!ǫ ăƨƶƙ

.(ƗǂƧƬ!ƒ ƧǆƵĂ ǕǑǁǂ!ƒ ǇǑǁǆǦƶ!ƒ þþƵ ǕǑ5ǒƲĂ!ƒ Ǐǆ˥ǆ!ƒ ǕlƧƕƤ!ƒ

- Ɨ!Ǖþ!ƒ ăĂƙ˥ǆ þǇƵ ƗǒƑǦƮơǫ Ɨ!Ǖþ ƘƒŖ ƾĂƧ5 þƞĂƙ Ǖ :ƕƨǄƑǭǁƐ ƕǐƨǐǝþǁƐ ƕǐƮþƻǁƐ ǇǑǆǆùƙ!ƒ ƘǦǂƧùƬ Ǒ5 ĭ ƧƒþǕƒ ƧƒƧl!ƒ ŖǦƤƙƒ Ɨǒǁǆ Ƶ Ɨǒǁ ƵǦ5 ăĂƙ˥ǆ Ǒ5 (0.05 ≥ α)
ǕƧùǆƶ!ƒ ǕƩǇùƞ!ƒ) Ɨùǒ5ǒƲĂ!ƒĂ Ɨǒ5ƒƧǆǆǒþ!ƒ ƘƒƧǒǆǆǆ!ƒ Ǐ!ǫ ăƨƶƙ ǇþƧǕ̄ƒ Ǒ5 ƗǁǆǦƶ!ƒ
ƧùǆƵĂ ǕǑùǁǂ!ƒ ǇǑǁǆǦùƶ!ƒ þþùƵ ǕǑ5ǒƲĂ!ƒ Ǐǆ˥ǆ!ƒ ǕlƧƕƤ!ƒ ƘƒĂǇ˥ ǕǑǆǁƶ!ƒ ƴǋǆǆ!ƒ
.(ƗǂƧƬ!ƒ

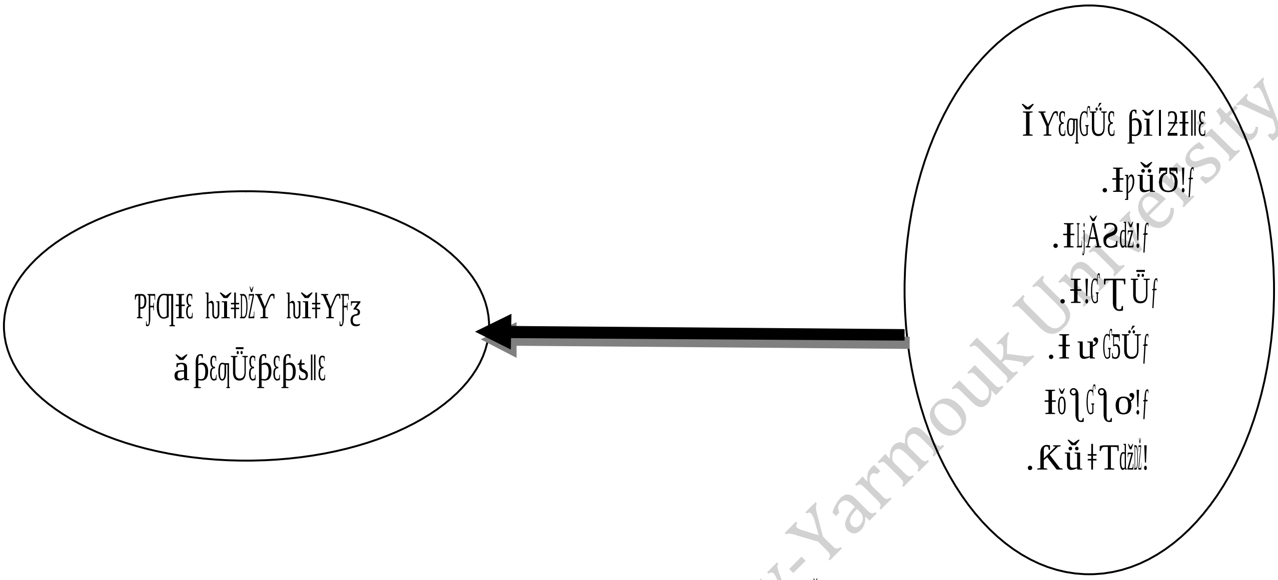
1-6 :ƒǋƗƐþǏƸƗǄǋ ƕƨƐþǭǁƐ ƗƤǋǄǆ

:Ǒǋ ƘƒƧǒǆǆ!ƒ Ǉǆ ǇǑƵĂǇ Ǐǁ ƴǆƙǑ Ɨǒơ Ɨ˥ƒƧþ!ƒ ǛŖĂǆǇ (1-1) ƴǂƬ!ƒ ƴƛǆǑ

❖ ƧǑǆǆǆ!ƒ :ƴl˥ǆ!ƒ ĂƙƙưǆǇ Ɨ˥ǆƤ þǦƶƕ Ɨǒ˥ǒƒƧ ǕƗƥǓǮ!ƒ) ǕƗǇĂƧǆ!ƒ ǕƗ!ǦƮǕƒ
.(ƘǓǂƬǆǁ! Ɨǒ˥Ǧ˥ơ!ƒĂ ǕƗư Ǧ5Ǖƒ

❖ ƧǑǆǆǆ!ƒ :ƴǋǦƙ!ƒ ĂǋƙǆƕĂ ƶǆƵ ƶþơƒĂ ǆþƶƕ)ǋǆǇĂ Ɨǒǁ ƵǦ5 Ɨǒǁǆ Ƶ ŖǦƤƙƒ ƧƒƧl!ƒ ĭ ƧƒþǕƒ).

ƚʅƒƧƥ!ƒ ǜƦǍǆǊ :(1-1) ýǂT!ƒ



ƘƟƑǴǁƐ ơƐơYƋ :ƥơƮǄǁƐ

1-7 ƕƨƐƥơǁƐ ơǋơƟ:

(1) ƐǁƟơǋơƐǁ ǄƮĭƑǀƕ: ýǆǆ ƥǍƥơ!ƒ ƚŏǈǴǂǆ!ƒ ǈƦǌ! ƚʅƒƧƥ!ƒ Ŏ5 ƧƨǂǴƘ ǇǆǍǆǅ!ƒ ƚǆǆǴƶ!ƒ Ŏù5 ƚǂǆǆǆ!ƒ ƚŏǈƥƧǕƒ ƚŏǄTǋ!ƒ Ǎ ƸǴ!ǋ ƵƥƥǋǴ (28) ƧƨǂƚT (24) ǂƚƧT ǍǂƤƒ ƧǴŏƘƤƒ ǴƒƧƞŰ

.ǴǌŏƵ ƚʅƒƧƥ!ƒ

(2) ƐǁƟơǋơƐǁ ǄƮǆƦƕ: ǈƥǆ!ƒ ƚŏǈǆƨ!ƒ ƚƥƧƺʅǆ!ƒ ƨǴƞǈŰ ǋǂ ƚʅƒƧƥ!ƒ ƘǈǴǂ ǆǄǆ ơŏƧǴǅ 11/3/ 2015 Ĭ!ƹ (2015/12/17) ơŏƧǴǅ .(2015/12/17) ǍǅĬǆʅ ƚʅƒƧƥ!ƒ ǋƦǌ (Snapshot study)

(3) ƐǁƟơǋơƐǁ ƥʅǴǁƐ: ýǆǆǍ Ŏ5 ǆǍǋǴƵ!ƒ Ŏ5 ǇǍǆǆ!ƒ Ŏ5 ƘǴǂƧT ǆǴǍʅǆ!ƒ ƚŏƧƒƥŰƒ ǴƵ!ƒ ǕǆʅƥŏƧ ŏǕƧƒ Σ ŏùƒƧ ǕǀƧƒƒƥ ǕǂǴƵ ǆŏƥǆ ƥƵǴʅǆ ǕǂǴƵ ǆŏƥǆ) ŎʓŏǙǍ ǋǆʅǆǆ ĬƱʅǍ!ƒǍ

.(YƧ5 /ƚǆƵT Σ ŏƑƧǍ

1-8 ƕƨƐƥơǁƐ ǀƑƟǂƯTǄ:

ǍǈǴǆŏ ƒƦǌ ǇƨƞƒǈǆŏƧ ƚʅƒƧƥ!ƒ ƵŏƧǆ ƯƵǆ ǆƮƱǴơǴǆ ƚǆǋǆ!ƒ ƥƵǆ YǍùƞƧ!ƒ Ĭ!ƹ ù Ĭ

.ƚǀǆǴʅ!ƒ ƘǴʅƒƧƥ!ƒǍ ƘǴǌƥǕƒ

[illegible]

[illegible] (1973 [illegible]).

[illegible] (2006 [illegible]).

[illegible] (2002 [illegible]).

[illegible] (2006 [illegible]).

[illegible] (2002 [illegible]).

[illegible] (1998 [illegible]).

الفصل الثاني
الإطار النظري

Ǐ Ɣƨǫǵ̈Ǖƨ ƥǐǀƶǁƨ :üǋǓƨ ƘƟǴƉǁƨ

ă ƥƨǫǕ̄ƨ ƥƨƥƨǁƨ ƤƑǀƶƨ ƕǐƶƉƔ ƕǐƶƔƑƺ : Ǐ ǳƑǁƨ ƘƟǴƉǁƨ

ƕǐƶƉƔ ƕǐƶƔƑƺǋ Ǐ Ɣƨǫǵ̈Ǖƨ ƥǐǀƶǁƨ ƉǐǴ ƕƨǘƴǁƨ :ƘǁƑǁƨ ƘƟǴƉǁƨ

ă ƥƨǫǕ̄ƨ ƥƨƥƨǁƨ ƤƑǀƶƨ

الفصل الثاني

الإطار النظري

2-1 [illegible]

[illegible]

2-2 [illegible]

[illegible] (2002 [illegible]).

[illegible] (2000 [illegible]) [illegible]

[illegible] (Guilford, 1968) [illegible]

[illegible].

[illegible] (Torrance, 1962) [illegible]

[illegible]

[illegible]

[illegible] (1996) [illegible]

[illegible]

[illegible]

[illegible] (Fisher, 1990) [illegible]

[illegible]:

- [illegible]
- [illegible]
- [illegible]

2-2-1 [illegible]:

[illegible] (Torrance, 1972) [illegible]

[illegible] (Guilford,1970) [illegible]

[illegible] (Freeman, 1996) [illegible]

[illegible] (2004 [illegible]) [illegible] (Devis, 1996)

ÜƘŭǂùTdž!ƒ ljǴùɳƙ Ʃƥùơ!ƒ Üƨŏǂƨƙ!ƒ ÜýŏƤƙ!ƒĂ ƨĂƮƙ!ƒ ÜDžŏŏlƙ!ƒ ÜǂLjĂƨdž!ƒ ÜƘƒƨŏƪƽƙ!ƒ ƨŏĂƱƙ

.ǂưǴƽŰƒĂ Üǂ!ǴƮǕƒ

ŎƵƒƥǖŰƒ ƨŏǂƽƙ!ƒ ýǴɳdž Ŏƽ ýɳƒƨdž!ƒ LJdž ƥƥƶ! NJƵĂɳƨ ƥƶǖ (2002) LJƒĂƨɳ ƨŏTŏ Ǵdžǂ Ă

ÜǂLjĂƨdž!ƒ ÜǂƥŭƱ!ƒ ŎNj ŎƵƒƥǖŰƒ ƨŏǂƽƙ!ƒ ƘƒƨǴnjdž DžNjD LJD LJŏǖƙ ƥƨĂƽǈŏɳĂ ƩLjƒƨĂƙ ƘƒƨǴǖƙƤƒ LJǫ

ǂŏ!Ǵơ!ƒ ǂƪƒƨƥ!Ǵǖ ǴnjŏLjǖƙ Džƙŏƪ Ŏƙ!ƒ ƘƒƨǴnjdž!ƒ ljŖNjĂ .ƘŭǂTdžǈ! ǂŏƪǴƪơ!ƒĂ Üǂ ưǴƽŰƒ Üǂ!ǴƮǕƒ

.ŎƵƒƥǖŰƒ ƨŏǂƽƙǈ! ƥǴƶǖǆǂ

.1 ǖƽűƯǁǁ ǴnjLjǖ lƨƥl!ƒ Ǐǁ Ƶ Ǐǁ ƵĂƙ ƥŏ!Ăƙ ƨǖǂD ƥƥƵ LJdž ýƑƒƥǖ!ƒ ĂD ƘǴƽƒƥƨƙDž!ƒ ĂD ƨǴǂƽǕƒ ĂD

.ǴNjƥùŏ!Ăƙ Ŏùƽ ǂƵƨùƪ!ƒĂ ÜLJŏƶdž ƨŏǈdž! ǂǖǴɳƙƪŰƒ ƥLjƵ ƘŰǴdžƶƙƪŰƒ ĂD Ƙŭǂ Tdž!ƒ

ŎNjĂ Ŏƽ ŎNjĂɳ ǴNjƨNjĂɳ ǂŏǈdžƵ ƨǂŖƙ ƨǂ ƥƙƪƒĂ ǴǴƵƥƙƪ!ƒĂ ƘǴdžĂǈƶdž! ƘǴdžĂǈ ƘƒƨǖƤ ƪǖƪ ÜǴnjdžǈƶƙ Džùƪlƙ

:ŎNjĂ ǂƥŭƱǈ! YƒĂLjD lƥƵ Ǐ!ǫ ǂƥŭƱ!ƒ

- ǖƽűƯǁǁ ǖǐưƻǂǁǁ Njǆ ǖƽűƯ ǁǁƑDžǂǁǁ l : ĂǁŏlƮƥ Ǵnjǖ lƨƥl!ƒ Ǐǁ Ƶ ƵǫƱǴǴ ǂǖƨ ƥƥƵ LJdž

.ǂơŏơƮ!ƒ ƘǴdžǈǂ!ƒ

- ǖƽűƯ ǁǁ DžǐƑyǏǁǁ Njǆ ǁǁǖƽűƯ ǁǁ ǂlƥǐǖ: ŎNjĂ lƨƥl!ƒ Ǐǁ Ƶ ǫƵǫƱǴǴ ƨǖǂD ƥƥƵ LJdž ǖǴǂLjŎ

ƘƒƨƪŏƪƽƙǈĂ ƘƒǂLjǴƙǈǂNJ ǂǖƨƙdž!ƒ Ǐǁ Ƶ ơƮĂý ƙƨŏƺ ǴƵ DžĂ Ŭ njĂ ƨ Džƪ ǂ ƘŭǂTdž Žǂdžǂ LJ LJD

.ƙǂƥơ ǂ

- ǖƽűƯ ǁǁ ǕƪĺƑǁǁNjƨƥNj : ĂǁŏlƮƥ ŎNjĂ lƨƥl!ƒ Ǐǁ Ƶ !ƨƪ!ƒ ǂƪƨŏý !ƶƥƥ LJdž ǕdžǈǂƤ

.ǖƮƨ ǏĂ ǂưƶŎĂ ƘƒƨƮŏŭƘ ĂD Ƙƶƥŏŭƙ ŎƽƙǂƪɳǴǖǂ ƨŏǈdž! Ăưƶ Ŏ ĂD ǖƮƨŏǂ

- ǖƽűƯ ǁǁ ǂƑyǴǏǖ: ŎNjĂ lƨƥl!ƒ Ǐǁ Ƶ ƒ!ƮŏǴƸǂ ƒ!ƪƨŏƶǂ !ǕƽǴƨ ǖTǂý ƪǁŏƶdž ĂƽŎ

.ƵǴƨƒƘ džƽŏƥl

.5

2-2-2

(1950)

Convergent

Divergent thinking

thinking

(Guilford, 1950)

.(2002)

.(2006)

2-2-3 [illegible]

[illegible] .(2000 [illegible] (creativity) [illegible] (Innovation) [illegible] (Amabile, 1996) [illegible] (Stamm,2003) [illegible]

[illegible] .(2006 [illegible]

[illegible] (Amabile 1996) [illegible]

[illegible] (Amabile 1997) [illegible] (Amabile,1998) [illegible]

ǀĬƓƤ ƥƒĂǁ ǇƒƧƕƙǌǑ ǑƵƒƥƕǗƒ Ƨǒǂƽǃ!ƒĂ ǈƧƕƤ!ƒ Ǉǅ (How to kill creativity) ƳƒƥƕǗƒ

Ƴƒƥƕǘƒ ƘƓǇĂǂǁ ǀǋǅ ǇǁǑǅ ǑǃƤƒƥ!ƒ ƨǒƽơǃ!ƒ ƥƶǒ Ɠǁǈǒƕ .Ƴƒƥƕǘ! ǑƶǒƕƱ!ƒ Ƨƥƫǁ!ƒĂ ǂǒƧĂƧư

ƨǒƽơǃ!ƒ Ǉǅ (Amabile,1997) ǔǒƓƕƓǁǅ ăƧǃ ƦǪ ǗǂƱǑơǁ!ƒ ǂƑǒƕ!Ɠƕ ǅƧǒƛǁǃ ƓǋƧƛǂǅĂ ǏƥƧƽ!ƒ

ǂƕƺƧ!ƒĂ ƾǒǁƶ!ƒ ǀƓǁǃǋǗƒ ǇǁǑ ƾƛƕǇǁ ǋǇǛ Ƴƒƥƕǘ! ǑƞƧƓƤ!ƒ ƨǒƽơǃ!ƒ ǇǁǑ ǔưƽǅĂ ǏǁƪǅǑǃƤƒƥ!ƒ

ǂƶǒƕƱ ǏǃƵ ǅƥƓǁǃƵƒ ƓǋǃƪƓǇ ĂǅƓǋƞǒǪ ǑƞƧƓƤ!ƒ ƨǒƽơǃ!Ɠƕ ƧƛǂǑ ǇǅǇǂǁǑĂ ǗǏƥơǃ!ƒ Ǒƽ ƥƧƽǃ! ǂǑĂǃ!ƒ

ǏǃƵ ǇƧƒƧƫǪ ƨƨƶǑ ƓǁǁǑ ǂǑƞƧƓƤ!ƒ ƘƓƱƓơǗƒ ƥư ǂƵƓǇǁ ƒƤƬ!ƒ ǁǃǂǁǑ ǇǅǂǁǑǑ ƦǪ ƥƧƽ!ƒ

.ǔǁǑƶǑ Ɠǁ ƔơǑĂ ƔơǑ Ɠǁ ǔǁǑƶǑ ǇǅǂƥƧƽ!ƒ ǏǃƵ ƔƞǑ ƒƦ! ǗƳƒƥƕǗƒĂ ƟƓƞǇ!ƒ

ǏƳƐƓǗƐ ƥǏǂƧƒǁƐ ǂƑƽǇǋǂ **2-2-4**

Ǒƽ ǔƛǁƙƙ ǂǑƛƓƛǗƒ Ƴƒƥƕǘƒ Ƨǒǂƽǃ!ƒ ƘƓǂǑƶǁ ǇǪ (Adames, 1983) ƩǑǁƒƥǅ ăƧǑ

ǗƘƓǁƯǇǁǑ!ƒĂ ǔǁƙƞǁ!Ɠƕ ǂƫƓƤ ƘƓǂǑƶǁĂ ǗƥƧƽ!Ɠƕ ǂƫƓƤ ƘƓǂǑƶǁĂ ǗǂǑƽƓǂǛ!ƒĂ ǂǑƑǒƕ!ƒ ƘƓǂǑƶǁ!ƒ

.ǂǑǁǑǁǁƶ!ƒ ǀƯǇ!Ɠƕ ǂƫƓƤ ƘƓǂǑƶǁĂ

ƱƓǇǋ!ƒ ǇǁǑ ƥơƙĂ ǗǂƱǑơǁ!ƒ ǂƑǒƕ!ƒ Ǒƽ ǋƥĂƞĂǁ!ƒ ƘƓǂǑƶǁ!ƒ ǇǁǑưƙƙ ǑǋǇĂ :ƕǏǑǂƓǇ ǂƑǏǂǋǂ

ǔǑƞǋƙ!ƒ ǀƥƵĂ ǗǇǇƓǂƛ!Ɠƕ ǂƯƙǂǁ!ƒ ǂƑǒƕ!ƒĂǅ ǗǇǇƓǂǁ!ƒ ƧƽĂƙ ǀƥƵ ǔǁǑ ƥƧƽ!ƒ ǋƛƧƓǁǑ ǏƦ!ƒ ǑƵƒƥƕǗƒ

Ǐ!Ǫ ǂƽƓưǗƓƕ .ǂǑƵƒƥƕǗƒ ƧƓǂƽǗƒ ƧǗƥǁǑ Ǘ ƱǁǛƙǁǑ ƧǑƥǁ ĂǅƩǑƒƧ ƥĂƞĂĂ ǗƓǘǁƨ!ƒ ǔƕƒ ǇǁǑ

.ǂǑƵƒƥƕǗƒ ǀǋǁǑƧƓƫǁǑ ǀƵƥ! ǔƓǁ!ƒ ǀǋƛǂǋǑ ǇǂǃĂ ǇǑƵƒƥƕǁ!ƒ ǇǁǑ ƥǑƥǃ!ƒ ƧƽĂƙǑ ƥƒ ǁǁ!Ʀ

:ǂǑ!ƓǛ!ƒ ƘƓƶǁ!ƒ Ǒƽ ƨƕƙĂ :ƕǏǂƑƘƙ ǂƑǏǂǋǂ

- .ǔǂǁ!ƒ ǇǁǑ ƳĂǇĂ ƘƓǁǁ! ǂǁǑǋǑ ǔǁǑƙƒ!ƒĂ ǔǁǑƤ!ƒ ǇǅƓǁ ƥǁǂƵǗƒ
- .ƱǂƙǑ ǔǁǑƙƱǁ! ƔǁǁǁƗ!ƒ ǇǅƓǁ ƥǁǂƵǗƒ
- .ǔơ!ƒ Ǒƽ ǇǁǁǑ ǋǁ! ƩǑ! ǀƒƨǁ!ƒĂ ǗǁǑƥƞ ƩǑ! Ƨǁǅ ƘǛǂƱǁ!ƒ ǔơ ǇǅƓǁ ƥǁǂƵǗƒ
- .ƥǑƞǂǁ!ƒ Ă ƨǑǑǁǁ!ƒ ǏǃƵ ƥǑǁǁǂǁƒĂ ƧƒƧǂǁ!ƒ ǔǑưƽǂ
- .ǂǋǇǁǑ ƘƓǁƽǁǇĂ ǑǁǁƨǁǑ ƧǑǂƽǃ!Ɠƕ ǁǁǇơ ǇǂǁǑ ǂǁǂƘǁ ǏǅƓǅǁ ƥǁǂƵǗƒ

[illegible]:

- [illegible]
- [illegible]

[illegible]:

- [illegible]
- [illegible]
- [illegible]
- [illegible]

[illegible]

[illegible] (1991) [illegible]

[illegible] :(1995 [illegible])

- [illegible]
- [illegible]
- [illegible]
- [illegible]

[illegible] (2002) [illegible]

[illegible]

[illegible] .(2004 [illegible]

2-3 [illegible]

2-3-1 [illegible]:

[illegible]

[illegible]

[illegible]

[illegible]

[illegible].

2-3-2 [illegible]:

[illegible]

[illegible]

([illegible] 1994).

[illegible]

([illegible] 2007) [illegible].

[illegible] (1997) [illegible]

[illegible]

[illegible]

[illegible]

[illegible].

[illegible] (2001) [illegible]

[illegible]

[illegible].

(2010)

2-3-3

.(2007)

[illegible]

.(2008 [illegible]) [illegible]

[illegible]

.(2007[illegible]) [illegible]

[illegible] (Vroom & Yitton, 1973) [illegible]

:[illegible]

1. [illegible].
2. [illegible].
3. [illegible].

[illegible] (2002) [illegible]

:[illegible]

1. [illegible].
2. [illegible].

3. [illegible]

[illegible] (2003) [illegible]

[illegible]

[illegible]

[illegible]

[illegible]

2-3-4 [illegible]:

[illegible]

[illegible] (2007 [illegible] 2009):

- [illegible]

1- [illegible]

2- [illegible]

- [illegible]

1. [illegible] :([illegible]) [illegible]

[illegible]

[illegible]

[illegible])

[illegible] (Satisficing

2. [illegible] :([illegible]) [illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

- [illegible]

1. [illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

2. [illegible]

[illegible]

[illegible]

3. [illegible]

[illegible]

[illegible]

[illegible]

- [illegible]

[illegible]

1. [illegible] :Certainty [illegible]

[illegible]

[illegible]

[illegible]

[illegible]

2. [illegible] :Uncertainty [illegible]

[illegible]

[illegible]

[illegible]

3. [illegible] :Risk [illegible]
[illegible]

- [illegible]

1. [illegible]

2. [illegible]

2-3-5 [illegible]:

[illegible] (2009 [illegible] 2006).

5 -

6 -

2-3-6

:(2007 ... 1993)

-1

-2 [illegible]

-3 [illegible]

-4 [illegible]

-5 [illegible]

-6 [illegible]

-7 [illegible]

[illegible]

[illegible]

-8 [illegible]

-9 [illegible]

[illegible]

[illegible]

2-4 [illegible]

2.4.1 [illegible]

[illegible]

[illegible]

[illegible]

[illegible]

.(1995

2-4-2 [illegible]

[illegible]

[illegible]

[illegible] .(2008 [illegible])

[illegible]

[illegible]

[illegible]

[illegible]:

1- [illegible].

2- [illegible].

3- [illegible]

[illegible].

4- [illegible].

[illegible]

[illegible]

[illegible].

[illegible]

[illegible]

[illegible].

[illegible]

[illegible]

[illegible]

[illegible]

.(1995 [illegible]) [illegible]

2-4-3 [illegible]:

[illegible]

:(1997 [illegible]) [illegible]

1. [illegible]

2. [illegible]

3. [illegible]

4. [illegible]

5. [illegible]

[illegible]

6. [illegible]

[illegible] (2008):

1. [illegible]
2. [illegible]
3. [illegible]
4. [illegible]
5. [illegible]
6. [illegible]
7. [illegible]

[illegible] (2011):

1. [illegible]

2. [illegible]

3. [illegible]

4. [illegible]

5. [illegible]

6. [illegible]

الفصل الثالث

الدراسات السابقة

ĬΥƐƣĠǕƐ ƥĭǀƻƚǁƑĠ ƕƨƭƴƛƊǁƐ ƕĭǆƣƥǓƐ ƕĭĠƥƴǁƐ ǃƑƨƐƥƣǁƐ :üǋǓƐ ƥǋƟƊǁƐ

ăƥƐƣǕƐ ƥƐƥƨǁƐ ƤƑƠƚƐ ƕĭƭƊƳ ƕĭƭΥƑƺǋ

ƕĭƭΥƑƺǋ ĬΥƐƣĠǕƐ ƥĭǀƻƚǁƑĠ ƕƨƭƴƛƊǁƐ ƕĭĠƥƴǁƐ ǃƑƨƐƥƣǁƐ : ĬǆƑǁƐ ƥǋƟƊǁƐ

ăƥƐƣǕƐ ƥƐƥƨǁƐ ƤƑƠƚƐ ƕĭƭƊƳ

ƕĭƭΥƑƺǋ ĬΥƐƣĠǕƐ ƥĭǀƻƚǁƑĠ ƕƨƭƴƛƊǁƐ ƕĭĠǆƜǓƐ ǃƑƨƐƥƣǁƐ :ƘǁƑǁƐ ƥǋƟƊǁƐ

ăƥƐƣǕƐ ƥƐƥƨǁƐ ƤƑƠƚƐ ƕĭƭƊƳ

الفصل الثالث

الدراسات السابقة

3-1

[illegible]

3-2

[illegible] **(2012)** [illegible]

(39) [illegible]

[illegible]

(434) [illegible]

[illegible] (422) [illegible] (433) [illegible]

[illegible]

- [illegible]

- [illegible]

- [illegible]

.(0.05 ≥ α) [illegible]

- [illegible]

.[illegible]

[illegible] (2011) [illegible]

[illegible]

[illegible]

[illegible]

:[illegible] (443) [illegible]

- [illegible]

.[illegible]

- .(3.60) [illegible]

- (3.63) [illegible]

- [illegible]

[illegible]

.[illegible]

[illegible] **(2011)** [illegible]

[illegible]

[illegible]

[illegible]

[illegible] (%3) [illegible]

[illegible] (391) [illegible]

[illegible]

- [illegible]
- [illegible]
- [illegible]

[illegible]

- [illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible] (2010) [illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible] (Postest) [illegible] (Pretest) [illegible]

[illegible]

[illegible]

α) [illegible]

[illegible] (0.05=

[illegible] .(98.412) [illegible] (115.935)

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible] (2008) [illegible]

[illegible]

[illegible] 97 [illegible] 103 [illegible]

%97 [illegible] 3.52 [illegible]

[illegible]

[illegible]

[illegible]

[illegible] (2004) [illegible]

[illegible]

[illegible]

[illegible] (2002) [illegible]

[illegible]

[illegible]

[illegible]

[illegible]:

1. [illegible]

[illegible]

[illegible].

2. [illegible].

[illegible]

[illegible].

[illegible] (2000) [illegible]

[illegible] (98) [illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible].

(1990)

(309) 30% 70% 230

•

•

3-3

(2011)

(111)

(2011)

94

ÜΣǈƞ!ƒ) ƗŏƼŏƱĂ!ƒĂ ƗŏƮƤƬ!ƒ ƘƓƼƮǁ! ăƨƶƙ ƘƒƧƒƧǃ!ƒ ƦƓƤƙƒ ƗŏǁƽƸ ǏǁƸ ŎƞŏƙƒƧƙƪŰƒ ƇƓǂƦ!ƒ

.(ƗŏƼŏƱĂ!ƒ ƗƞƧƥ!ƒĂ ÜŎƽǁƶ!ƒ ýǋƋƽ!ƒĂ ÜǃƧƿƤ!ƒ ƘƒĂǈƪ ƥƥƸĂ ÜƧƽƶ!ƒĂ

:ƓǌƽǋƊ ƘƓŏƮĂƙ!ƒ ǇƽƸ ƥŏƥƶ!Ɠƿ Ɨƪƒƨƥ!ƒ ƘƮĂƊ ƥƿĂ

- ǇŏƥŏƼƙƪƽǁ! ƓǌƙƓƽƥƤ ýƿǃƙƪƽ ƽƪƧƿ ƒĂƨǈĂŰƒ ƥƸƓƪƙ ŎƞŏƙƒƧƙƪŰƒ ƇƓǂƦǁ! ǃƥƠĂ ýŏǂƬƙ

.ƽǌƶƽ ýƽƓƶƙ!ƒ ƘƒĂǈƿĂ

- ƓǌƙƱƬǈƊ ŎƼ ƧƛƋƙ Ŏƙ!ƒ ƘƒƧŏŏƷƙ!ƒ ƗǀƿƒƧƽĂ ÜǂƱŏƠƽǁ! ƧƱƓƤƽǁ! ƘƓƽŏŏǃƙ ƇƒƧƞƹ ǏǁƸ ýƽƶ!ƒ

- ǃƥŏƥƞ ǃƓŏƠ ƽ!Ɠƶƽ ƽƪƧ! ƔƪƓǈƽ!ƒ ƨƿĂƽ!ƒ ƦƓƤƙƒ ŎƼ ƒĂƨǈĂŰƒ ƔƙƗƽ ǐƧŏƥƽ ǃƥƸƓƪƽ

.ǇŏƑƞǗ!

ƿǏƗƳƑƷ ƼǐƫƟƗ Ǐƺ ƿǏƥƐƍŰƐ ǃŰƑƬƗŰƐ ƥƙƓ :ƽƐǋƽƴƓ (2010) ăƦƽƴƑƐ ƿƨƐƥƍ

ŎƼ ƗƽƥƤƙƪƽ!ƒ ƗŏƧƒƥŰƒ ƘŮƓƮƙŰƒ ƗŏǁƸƓƼ ăĂƙƪƽ ƗƼƧƶƽ Ǐ!ƍ ƘƼƥǋ ƿǏƥƐƍŰƐ ǃƐƥƐƥƫƑƐ

ƗŏǁƸƓƼ ƫŏǁƠƙ ŎƼ ƓǌǈƸ ƗƞƙƓǈ!ƒ ƘƓƽĂǁƶƽ!ƒ ƒ ƑƓƮƤ ƥŏƥƠƙ ŎƼ ƓǋƧƊĂ ƗŏƙĂƗ!ƒ ýƥƶ!ƒ ǃƧƒƨĂ

(3ƌ) ǇƽƸ ƗǈĂƗƽ ƗǌƓƙƪƒ ƧŏĂƱƓƿ ƗƠƓƿ!ƒ ƽƓƤ Ɨƪƒƨƥ!ƒ ƔƒƥǋƊ ƫŏǁƠƙ!Ă ÜƗŏƧƒƥŰƒ ƘƒƧƒƧǃ!ƒ

(125) ƓǌǈƽƸ ƔƞƧƙƪƒ ƸƼƱĂƽ (čĒď) ƽǋƥƥƸ Ʃ!Ɠƿ!ƒĂ ǋǁƽƗƋƿ Ɨƪƒƨƥ!ƒ ƔƽƙƞƽƸ ǏǁƸ ƘƸƨĂ ǃƧǃ5

:ƓǌƽǋƊ ǇƽƸ ǊƑƓǈ Ǐ!ƍ Ɨƪƒƨƥ!ƒ ƘǁƮĂƙ ýŏǁƠƙ!ƒ ƥƶƿĂ ƗǈƓƙƪƒ

- ŎƼ ƗŏƙĂƗ!ƒ ýƥƶ!ƒ ǃƧƒƨĂ ŎƼ ƗŏƧƒƥŰƒ ƘŮƓƮƙŰƒ ƘƒƧƓǌƽĂ ýƑƪĂĂ ƛƓƽǈŰ ƧƋƊ ƥĂƞĂ

ƗŏƙĂƽƬ!ƒĂ ƟĂưĂ!ƒĂ ƗƤƥ!ƒĂ ƔƪƓǈƽ!ƒ ƘŏƤĂƙ!Ɠƿ ƽƪƙƙ ƒ ƑƓƮƤ ƘƒƦ ƘƓƽĂǁƶƽ ƧŏƼĂƙ

.ƓǌŏǁƸ ýĂƮƠ!ƒ Ɨ!ĂǋƪĂ ƗǈƓƧƽ!ƒĂ

- .ƗŏƧƒƥŰƒ ƘƒƧƒƧǃ!ƒ ƗŏǁƸƓƼ ƫŏǁƠƙ ŎƼ ƘƓƽĂǁƶƽ!ƒ ƒ ƑƓƮƤ! ŎƿƓƞŏƹ ƧƋƊ ƥĂƞĂ

- [illegible]

[illegible]

:[illegible]

1. [illegible]

2. [illegible]

[illegible] (2010) [illegible]

[illegible] (370) [illegible] (1235) [illegible] (%3) [illegible]

[illegible]

[illegible]

[illegible] (2008) [illegible] (30) [illegible]

[illegible] (2007) [illegible] (74) [illegible] (52) [illegible]

[illegible]

[illegible]

[illegible] (2006) [illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible] (2003! [illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

1. [illegible]

2. [illegible]

3. [illegible]

3-4 [illegible]

[illegible] **(karakelle,2009)** [illegible] (30) [illegible] 25 [illegible]

[illegible] (Raid et al, 2003) [illegible]

[illegible]

- [illegible] %94. 1 [illegible]
- [illegible] %97 [illegible]
- [illegible]

[illegible] **(Sosik et al, 1998)** [illegible] 36 [illegible] 5-4 [illegible]

[illegible] (Amabile, 1998) [illegible]

[illegible] (Experiment) [illegible]

- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]

[illegible] (Scott, 1994) [illegible]

[illegible]

[illegible]

[illegible]

[illegible] -

[illegible]

- [illegible]

- [illegible]

[illegible]

[illegible] **(Naval. Ea el. 1993)** [illegible]

"[illegible]

[illegible]

[illegible]

[illegible] (6-5) [illegible]

[illegible] (20) [illegible]

[illegible]

[illegible]

[illegible]

[illegible] **(Quinn, 1998)** [illegible]

[illegible]

[illegible]

[illegible]

3-5

1.

2.

3.

DžĂnjƽdž ýĂǴǊƙƙ! Ɨʅƒƨþ!ƒ ljŖNj ƘCǴŋ ǁ!Ŗ! ÜƗŏƨƒþŰƒ DžĂǁƶ!ƒ ƗŏơǴǊ LJdž YĂư Ădž!ƒ

Ɣʅǂ! ăƨƤŰƒ DžĂǁƶ!Ǵ ǴnjƱƨĂ ÜƗŏƨƒþŰƒ DžĂǁƶ!ƒ ýǴŋdž Ŏ5 ŎƵƒþŰƒ ƨŏǂƽƙ!ƒ

.Ɨ!þǴƙdž!ƒ Ɨ5ƨƶdž!ƒ

4. ƙǴʅǂ!ƒ ƗʅƒƨþƗ!ƒ ƗŏǃƠ!ƒ Ŏ5 ƨ5ƨƴ Ʃƨ!ƒ LJĂƨƤdž!ƒ Ŏ5ƨƶdž!ƒ ýĂơ ýþƒĂ ƨǴdždž ƘǴʅ DžƒþƤƙʅƒ

ƘǴǂƨƬ Ŏ5 ĭƒƨþŰƒ ƨƒƨǀ!ƒ ŖǴƤƙ ƗŏǁdžƵ ƗŏǁƵǴ5 ĬǁƵ ǴNjƨǁĂ ŎƵƒþŰƒ ƨŏǂƽƙ!ƒ

þŏþŋ ƨþƬdž ƗƙǂŎdž!ƒ þŏĂƨƙ Ŏ5 DžNjǴʅƙʅ ǴnjǊ Ǵdžǂ ÜLJþƨŰƒ Ŏ5 ƗǁdžǴƶ!ƒ LJŏdžƙ!ƒ

.YĂư Ădž!ƒ ƒŖnjƕ ƽǁƶƙŏ

الفصل الرابع

منهجية الدراسة

الفصل الرابع

منهجية الدراسة

4-1 [illegible]

[illegible]

4-2 [illegible]

[illegible] (2009 [illegible]) [illegible]

4-3 [illegible]:

[illegible] (28) [illegible] (**2010** [illegible]) [illegible] 2011 [illegible] (3524) [illegible] (429) [illegible] (**218**) [illegible]

ŁǙǕǕǕ (270) ǙǕǕ ŁǙǕǕ (24) ǙǕ ǙǕǕǕǕǕǕ ŁǙǕǕ ǕǕǕ ǕǕǕǕǕ Ǖ5 ŁǙǕǕǕ ǕǕǕǕǕ

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.ŁǕǕǕǕ ŁǕǕǕǕǕ ǕǕǕǕ ŁǕǕǕǕǕ ǕǕǕǕǕ ǕŁǕǕǕ

4-4 ǕǕǕǕǕǕǕ:

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Ǖ(2010 ǕǕǕ) Ǖ(2008 ǕǕǕǕǕ) Ǖ(2012 ǕǕǕǕǕ) ŁǕǕǕ ǕǕǕǕ ǕǕǕǕǕǕ ǕǕ ǕǕǕǕǕ

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ǕǕǕǕǕ ǕǕǕǕ ǕŁǕǕǕǕ ŁǕǕ ǕǕǕǕ ŁǕǕǕǕǕ ŁǕǕǕǕǕǕǕ ǕǕǕǕǕǕǕ ǕǕ ǕǕǕ :ǕǕǕ ! ǕǕǕ

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.ŁǙǕǕǕǕ Ǖ5 (4-1) ǕǕǕǕǕǕǕ ǕǕǕǕǕǕǕ ǕǕǕ :ŁǕǕǕǕ

.ŁǙǕǕǕǕ Ǖ5 (11-5) ǕǕǕǕǕǕǕ ǕǕǕǕǕǕǕ ǕǕǕ :ŁǕǕǕǕǕ

.ŁǙǕǕǕǕ Ǖ5 (17-12) ǕǕǕǕǕǕǕ ǕǕǕǕǕǕǕ ǕǕǕ :ŁǕǕǕǕǕ

.ŁǙǕǕǕǕ Ǖ5 (21-18) ǕǕǕǕǕǕǕ ǕǕǕǕǕǕǕ ǕǕǕ :ŁǕǕǕǕ

ŁǙǕǕǕǕ Ǖ5 (25-22) ǕǕǕǕǕǕǕ ǕǕǕǕǕǕǕ ǕǕǕ :ǕǕǕǕǕǕ ŁǕǕǕǕǕ

Ǖ5 (36-26) ǕǕǕǕǕǕǕ ǕǕǕǕǕǕǕ ǕǕǕ Ǖ ǕǕǕǕǕ ǕǕǕǕ ǕǕǕǕ ŁǕǕǕ ŁǕǕǕǕǕ ǕǕǕǕǕ :ǕǕǕǕ ! ǕǕǕ

:ǕǕ ŁǕǕǕǕǕ ǕǕǕǕǕ ŁǕǕǕǕ ǕǕǕǕǕ ǕŁǙǕǕǕǕ

.ŁǙǕǕǕǕ Ǖ5 (29-26) ǕǕǕǕǕǕǕ ǕǕǕǕǕǕǕ ǕǕǕ :ǕǕǕǕǕ ǕǕǕǕ

.ŁǙǕǕǕǕ Ǖ5 (31-30) ǕǕǕǕǕǕǕ ǕǕǕǕǕǕǕ ǕǕǕ :ǕǕǕǕǕ ǕǕǕǕ ŁǕǕǕǕ

[illegible] (35 – 32-33) [illegible].

[illegible] (35 – 36) [illegible].

4-5 [illegible]

[illegible] (√) [illegible] (3) [illegible] (4) [illegible] (5) [illegible] (2) [illegible] (1) [illegible]

[illegible] 1,33 = $\frac{4}{3}$ = $\frac{(1-5)}{3}$ = $\frac{([illegible])}{3}$:[illegible]

[illegible]:

[illegible] 2,33-1 [illegible] 2,33 =(1,33+1)

[illegible] 3,66-2,34 [illegible] 3.66=(1,33+2.33)

[illegible] 5-3,67 [illegible] 5 =(1,33+3,67).

4-6 [illegible]:

[illegible]:

- [illegible].
- [illegible] (1).

4-7 [illegible]:

[illegible] (Face Validity) [illegible] (8) [illegible] (2) [illegible] (1).

4-8 [illegible]:

[illegible] (4-1) [illegible].

[illegible] :(4-1) [illegible]

[illegible]	[illegible]	[illegible]
0.94	[illegible]	1
0.87	[illegible]	2
0.92	[illegible]	3
0.93	[illegible]	4
0.91	[illegible]	5
0.96	[illegible]	
0.76	[illegible]	

[illegible] (4-1) [illegible] (0,94-0,87) [illegible] (0.93) [illegible] (0.92) [illegible] (0.91) [illegible] (0.87) [illegible] (0.96) [illegible] (0.76) [illegible].

4-9 :ƕƨƐƥƣǁƐ ƚƐƥǏƸƀƉǏ

ǓƀƩǤƬǕƒ ǓƀǉǍƧǆƩƒ ǓƀƿǛƱƩƒ) :ǑǋǊ ƥǤƶƕƉ ƀƚǆƤ ǇǆǕǆƙǍ ǑƵƒƥƕǕƒ ƧǑǂƙƩƒ :ǖƨƀƨƉǏǁƐ ƥǏƸƀƉǏǁƐ

.(ƘǛǂƮǆǁ! ƀǑƚǤƚƠ!ƒǍ ǓƀǕǤƽǕƒ

. ƗƧƒƥǕƒ ƧƒƧ!ƒ ƦǤƤƙƒ ƀǑǁǆƵ ƀǑǁƵǤƽ :ƲǤƑƀǁƐ ƥǏƸƀƉǏǁƐ

ǓƧǆƶ!ƒ ǓƩǈǋ!ƒ) :ǑǋǊ ƘƒƧǑƺƙǆ ƀƶƕƚ ƀƚƒƧƥ!ƒ ƘǉǆǕƙ :ƕƗƨƗǕǊǁƐǊ ƕƗƺƐƥƸǏƗƣǁƐ ƚƐƥǏƸƀƉǏǁƐ

ǓǑǁƀ!ƒ ǇǑǁǆǤƶ!ƒ ƥƥƵ ǓǑƽǑƲǍ!ƒ ǏǆƚǆƩ!ƒ ǓƚƧƕƤ!ƒ ƘƒǍǉƚ ǓǑǆǁƶ!ƒ ǔǊǆǆǆ!ƒ

.(ƀƀƧƮ!ƒ ƧǆƵǍ

4-10 :ƕƨƐƥƣǁƐ ƚƐƣƣƟƉǏ

- .ƀǑƧƒƥǕƒ ƉǍǁƶ!ƒ ǔǤƞǆ ǑƽƀƚƒƧƥ!ƒ ƳǍǕǍǆ ƀƠƕƙ Ǒƙ!ƒ ƀǑǉƒƥǑǆ!ƒ ƀǑƕƧƶ!ƒ ƘǤƚƒƧƥ!ƒ ƀǁƿ
- (ǊǉǤƕƙƚǓƒ) ƀƚƒƧƥ!ƒ ƚƒƥƉ ƉƒƥƤƙƚǤƕ ǑǁǑǁƠƙ!ƒ ǑƽƬǍ!ƒ ǇǊǉǆǆ!ƒ ǏǁƵ ƀƚƒƧƥ!ƒ ǉƦǊ ƘƧƬƙƿƒ ƦƤƉ ǍƉ ƘǛƕǤǆǆ ǤƒƧƞǫ ǑƽƘƕǍƶƬ ƥƞǍ ƀƠǤƕ!ƒ ǇǕ ǓƘǤǉǤƕƕ!ƒ ǔǆƞ! (1) ƨƠǁǆ ƧƲǉƒ .ƘǤƀƧƮ!ƒ ǉƦǊ ǑƽǇǑǁǆǤƶ!ƒ ǇǆǆƘǤƲƠǛǆ

4-11 :ƕƉǏƣƣƀƨƉǏǁƐ ƕƗƏƏƬƟǕƐ ƒƗǁƏƨǕƐ

ƀƠǤƕ!ƒ ǉƥƤƙƚƒ .(SPSS) ƀǑƶǤǆǆƞǕƒ ǉǍǁƶǁ! ƀǑƏǤƬƠǕƒ ƀǆƨƠ!ƒ ǉƥƤƙƚǤƕ ƘǤǉǤƕƕ!ƒ ǔǑǁƠƙ ǉƙ :ǑǋǊ ǓƀǑƏǤƬƠǕƒ ƘƒƧƕƙƤǓƒ ǇǆǆƀǁǆƞƠ

- ƨǤƚƙǓƒ ǇǆǆƨǁƠƙ!ƒ ƧƥǊƕ ƧƕƙƤǓƒ ƒƦǊ ǉƥƤƙƚǑ :(Reliability Test) ƘƕƙƉ!ƒ ƧƕƙƤƒ ƧƬǤǉǆ! (Cronbach alpha) ǤƽƉ ƠƣǤǉǍƧƀ ǔǆǤƶǆ ǋǤƚƠƒ ǉƙ ƀǑƠ Ǔǁƒƥǖ! ǑǁƤƒƥ!ƒ .ǁƒƥǕƒ
- ƀǉǑƶ! ƀǑƬƤƮ!ƒ ƒ ƑǤƬƤ!ƒ ǏǁƵ ƧƧƶǆ!ƒ ƻƧƺ!ƒ ǤǊǉǉǆǆ ƱƧǆ!ƒ :ƀǑƕƬǍ!ƒ ƀǑƏǤƬƠǕƒ ƔǑ!ǤƚǕƒ ǓƗƧƒƧƀǆ!ƒ ǔǑƧǍǉ!ƒ ǓƀǑǍƑǆ!ƒ ƔƚǉǆƩ) ƀǑƕƬǍ!ƒ ƀǑƏǤƬƠǕƒ ƔǑ!ǤƚǕƒ ǇǆǆǍ ǓƀƚƒƧƥ!ƒ .(ƀǑƧǤǑƶǆ!ƒ ƘǤƽƒƧƠǉǕƒ ǓƀǑǉǤƚƠ!ƒ ƘǤƱƚǍƕǆ!ƒ

- ƱƔǍƙƽ!ƒ ǏǈƸ (One- Sample t.Test) ǉƥƧƼǉƽ!ƒ ƘǤǉǀƺǈ! (Ƙ) ƧǤƙƤƒ ƽǒƱƙ ǅƙ ƘǤǂƧƬ Ǒƽ ƚƼǈƙƤƽ!ƒ ǉƥǤƺƽ ǑƸƒƥƽǕƒ ƧǒǂƼƙ!ƒ ƧƼƒǍƙ ǎǍƙƔƽ ƩǒƖƙ Ǒƙ!ƒ ƘƒƧǀƼǈ! ǅǤƺ!ƒ .ǇƥƧǕƒ Ǒƽ ƚǈƽǤƺ!ƒ ǇǑƽƽƙ!ƒ

- ýǂ ƧƛƊ ǇƸ ƨƬǂǈ! (Simple Linear Regression) ǑƱƤ!ƒ ƧƒƥơǉǓƒ ýǒǈơƙ ǐƧƒƥǕƒ ƧƒƧǀ!ƒ ƦǤƤƙƒ ƚǒǈƽƸ ƚǒǈƸǤƽ ǏǈƸ ǑƸƒƥƽǕƒ ƧǒǂƼƙ!ƒ ƘǓǤƞƽ ǇƽƼ ýǤƞƽ

- (ANOVA) ǐƥǤơǕƒ ǇǒǤƙƙ!ƒ ýǒǈơƙǍ ƘǓǤƞƽǈ! (MANOVA) ƥƥƺƙƽ!ƒ ǇǒǤƙƙ!ƒ ýǒǈơƙ ǇǑƽƽƙ!ƒ ƘǤǂƧƬ Ǒƽ ǑƸƒƥƽǕƒ ƧǒǂƼƙ!ƒ ǎǍƙƔƽ Ǒƽ ƾǍƧƼ!ƒ ǇƸ ƨƬǂǈ! ýǂǂ ǉƒƥǖ! ǕƧƽƺ!ƒ ǕƩǉƞ!ƒ) ƚǒƼǑǓǍ!ƒǍ ƚǑƼƒƧƹǍƽǒƥ!ƒ ƘƒƧǒƷƙƽ!ƒ Ǐ!ǫ ǎƸƺƙ ǇƥƧǕƒ Ǒƽ ƚǈƽǤƺ!ƒ ƧƽƸǍ ǕǑǈǂ!ƒ ǇǑǈƽǤƺ!ƒ ƥƥƸ ǕǑƼǑǓǍ!ƒ ǏƽƔƽƽ!ƒ ǕǀƧƬƤ!ƒ ƘƒǍǇƔ ǕǑƽǈƺ!ƒ ýǋƋƽ!ƒ .(ƚǂƧƬ!ƒ

- ǎǍƙƔƽ Ǒƽ ƾǍƧƼ!ƒ ýƥƒǍƽ ǇƸ ƨƬǂǈ! ƚǑƥƺǈ!ƒ ƘǤǉƧǤǀƽǈ! (Scheffe) ǊǑƼƬ ƧǤƙƤƒ ƘƒƧǒƷƙƽ!ƒ Ǐ!ǫ ǎƸƺƙ ǇƥƧǕƒ Ǒƽ ƚǈƽǤƺ!ƒ ǇǑƽƽƙ!ƒ ƘǤǂƧƬ Ǒƽ ǑƸƒƥƽǕƒ ƧǒǂƼƙ!ƒ ǏƽƔƽƽ!ƒ ǕǀƧƬƤ!ƒ ƘƒǍǇƔ ǕǑƽǈƺ!ƒ ýǋƋƽ!ƒ ǕƧƽƺ!ƒ ǕƩǉƞ!ƒ) ƚǒƼǑǓǍ!ƒǍ ƚǑƼƒƧƹǍƽǒƥ!ƒ .(ƚǂƧƬ!ƒ ƧƽƸǍ ǕǑǈǂ!ƒ ǇǑǈƽǤƺ!ƒ ƥƥƸ ǕǑƼǑǓǍ!ƒ

- ƚƿǖƸ ƥǍƞǍ ǇƸ ƨƬǂ! (Correlation coefficient) ƱǤƙƧǕƒ ýƽǤƺƽ ýǒǈơƙ . ǐƧƒƥǕƒ ƧƒƧǀ!ƒ ƦǤƤƙƒ ƚǒǈƽƸ ƚǒǈƸǤƽǍ ǑƸƒƥƽǕƒ ƧǒǂƼƙ!ƒ ǐƧǒƷƙƽ ǇǑƽ ƱǤƙƧƒ

- ǅƥƤƙƔǑ ǐƦ!ƒǍ (Multicollinearity) ƚǈƙƔƽ!ƒ ƚƔƒƧƥ!ƒ ƘƒƧǒƷƙƽ ǇǑƽ ƱǤƙƧǕƒ ýǒǈơƙ ýƽǤƺƽ ƩǤǈƽ ǏǈƸ ƥǤƽƙƸǕƒ ǇǂƽǑǍ ǕƚƔƒƧƥ!ƒ ƜƦǍƽǉ ƚǑơǓƬ ǎƥƽ ǇƸ ƨƬǂǈ! ǎǍƙƔƽ ǎƥƽ ƩǤǈ! ǕVariance Inflation Factor (VIF) ǑǉǒǤƙƙ!ƒ ǅƤƜǙ!ƒ .ǑǈƤƒƥ!ƒ ƱǤƙƧǕƒ

الفصل الخامس
تحليل ومناقشة النتائج

الفصل الخامس

تحليل ومناقشة النتائج

5-1 [illegible]:

[illegible]

5-2 [illegible]:

[illegible] (5-1) [illegible]

ůNjǫШ (5-1) ǓĬŖŊǰ ǫǭƥʒƈ ƕǌƴyǁǁƐ ƫşʒŊǰ ȴƥĭƩƗƊǲǁǁƐ ȴƐ ǁǁǁƐ ƕǐĬƬǫǁǁƐ

ƕĭŊǰǷƊǲǁǁƐ ƕǓƨǁǁǁƐ	ƥƐƥǀƗǁǁƐ	ǌǰŊƗƨƊǲǁǁƐ	ȴƐƥĭƩƗƊǲǁǁƐ
72.9	159	ƨƗƦ	ƨ ǁǁШǁǁƐ
27.1	59	ǏǺǉǷ	
100.0	218	ƱŊǷƊǲШǁǁƐ	
11.5	25	ýpd5 ǰǰƪ 30	ƥƊƴyǁǁƐ
42.2	92	ǰǰƪ 40 Ĳ ǰǰƪ 31	
30.7	67	ǰǰƪ 50Ĳ ǰǰƪ 41	
15.6	34	ƨǺƗƌ5 ǰǰƪ 51	
100.0	218	ƱŊǷƊǲШǁǁƐ	
6.0	13	ýpƊ ǍƊ ǰƊǓƵ ǰǒǍǉǓǺ	ǏƊƗyǁǁƐ ülǰƊƊǲǁǁƐ
20.1	44	(yƊǰkŋƊ ǰǒǁǁƗ) ƊǍǁǁƥ	
50.0	109	ƩǍǒƧǍǃǓƗǁǁ	
7.8	17	(ƩǍǒƧǍǃǓƗǁǁǃƒ ƥƵǁǁ) ǯǓƵ ƊǍǁǁƥ	
16.1	35	ǓǒǁƵ ƘǓƪƒƨƥ	
100.0	218	ƱŊǷƊǲШǁǁƐ	
11.5	25	ýpd5 ƘƒǍǉƪ 5	ƔƥǓƍǁǁƐ ȴƐŊǰǰƨ ǫǫY
28.9	63	ƘƒǍǉƪ 10Ĳ ƘƒǍǉƪ 6	
28.0	61	ǰǰƪ 15Ĳ ǰǰƪ 11	
31.6	69	ƨǺƗƌ5 ǰǰƪ 16	
100.0	218	ƱŊǷƊǲШǁǁƐ	
5.0	11	ƊǓƵ ƨǒƥƊǰ	Ǐ2ĭưŊǁǁƐ ǍƊǰƨƊǲǁǁƐ
9.0	20	ƊǓƵ ƨǒƥƊǰ ƔƑǓǉ / ƥƵǓƪƊǰ	
25.0	55	ǰǒƪǒƑƨ ȴƨƑƒƥ ƨǒƥƊǰ	
41.0	89	Ɗǰƪp ƩǒƑƨ	
20.0	43	ǰǁǁzT / YƧ5 ƩǒƑƨ	
100.0	218	ƱŊǷƊǲШǁǁƐ	
77.1	168	ýpd5 ƧƯǍƊǰ 100	ǏƗǀǁǁƐ ƊǰƗƊǰƒyǁǁƐ ǫǫY
15.6	34	ƧƯǍƊǰ 300-101	
7.3	16	ƨǺƗƌ5 ƧƯǍƊǰ -301	
100.0	218	ƱŊǷƊǲШǁǁƐ	
41,3	90	ǇǍƥ ǓƊǰ5 ǰǰƪ 20	ƕǀƥƪǁǁƐ ƥƊǰY
58,7	128	ƨǺƗƌ5 ǰǰƪ 21	
100,0	218	ƱŊǷƊǲШǁǁƐ	

ýƛdžǩ ƧĂǂṘ!ƒ Ǝƕʅǉ ǇǅD Ĭ!ǫ (**5-**1) ýĂƥƞ!ƒ Ŏ5 Ǝ ư ĂƧƶdž!ƒ ƘĜǉĜŏƕ!ƒ ƧŏTǩ : Ƨ džǁǁƐ ƥĭƩƎDž .1

Ʃǁƕ Ĝdžŏ5 Ü(%72.9) Ǝƕʅǉƕ (159) DžNjƥƥƵ Ʃǁƕ Ǝ ŏơ ÜǂʅƒƧƥ!ƒ ƎǉŏƵ Ŏ5 ǇƧŏƕǂ ƎŏƕǁƩD

ƎŏƵĂǉ Ĭ!ǫ Ǝƞŏǩǉ!ƒ ǉṘNj Ǝ ơĜƕ!ƒ Ăƨƶŏ .Ǝǉŏƶ!ƒ ǇJdž (%27.1) Ǝƕʅǉƕ Ă (59) Ǝ ĜǉŰƒ ƥƥƵ

ƎǁdžĜƶ!ƒ ǇJŏdždžǩ!ƒ ƘĜǂƧT Ŏ5 ƔŢĜǉdž!ƒ ǉṘNj ǇJĂǁƺTŏ ǇJŏṘ!ƒ ǇJŏƧŏƥdž!ƒ ǂƑ5 ýƛdžǩ Ŏǩ!ƒ Ǝǉŏƶ!ƒ

ĭṘ!ƒ ŎƕƧƶ!ƒ ydžǩƞdž!ƒ ƎƶŏƕƱ Ɣƕʅƕ Ĝnj!ĜƺTǫ Ǝ ĜǉŰƒ ĬǁƵ Ɣƶ Ţŏ Ŏǩ!ƒĂ ÜǇJƥƧŰƒ Ŏ5

.ýĜƞƧ!ƒ ýƕp ǇJdž ƎŏƥĜŏǀ!ƒĂ ƎŏƧƒƥŰƒ yƥƒĂdž!ƒ ýĜƺTǫ Ṙƕơŏ

ǂƑ5 ƘǉĜǂ ẓƧƒƧǂǩ ƧƛǂŰƒ ƎŏƧdžƶ!ƒ ǂƑ5!ƒ ǇJD (**5-**1) ýĂƥƞ!ƒ ǇJdž Ʊơǘŏ :ƥDžyǁƐ ƥĭƩƎDž .2

-41) Ƨdžƶ!ƒ ǂƑ5 Ĝnjŏǁǩ (%42.2) Ǝƕʅǉƕ Ă (92) DžNjƥƥƵ Ʃ!Ĝƕ!ƒĂ (40-Ǝǉʅ 31)Ƨdžƶ!ƒ

DžNjƥƥƵ Ʃ!Ĝƕ!ƒĂ (Ƨƛǂď5 Ǝǉʅ 51) ǂƑ5 ĄĜnjŏǁǩ Ü(%30.7) Ǝƕʅǉ Ă (67) DžNjƥƥƵ ƩǁƕĂ (50

(25) DžNjƥƥƵ Ʃ!Ĝƕ!ƒĂ (ýpď5 Ǝǉʅ 30) ǂƑ5 ẓƧŏƤD ƘĈĜƞĂ Ü(%15.6) Ǝƕʅǉƕ Ă (34)

.(%11.5) Ǝƕʅǉƕ Ă

Ǝǁdžơ ǂƑ5 ǇJD (**5-**1) ýĂƥƞ!ƒ Ŏ5 Ǝ ư ĂƧƶdž!ƒ ƘĜǉĜŏƕ!ƒ Ơ ư Ăǩ : ĬDžǂyǁƐ üǉDDžǁƐ ƥĭƩƎDž .3

ǇJdž (%50.0) Ǝƕʅǉƕ Ă ẓƥƧ5 (109) DžNjƥƥƵ Ʃǁƕ Ǝ ŏơ ÜẓƧƒƧǂǩ ƧƛǂŰƒ ŎNj Σ ŏƧĂ!Ĝǂƕ!ƒ

(%20.1) Ǝƕʅǉƕ Ă ẓƥƧ5 (44) DžNjƥƥƵĂ (ydžǩƞdž Ǝŏǁǂ) DžĂǁƕƥ ǂƑ5 Ĝnjŏǁǩ ÜǂʅƒƧƥ!ƒ ƎǉŏƵ

Ǝƕʅǉƕ Ă ẓƥƧ5 (35) DžNjƥƥƵ ƩǁƕĂ Ĝŏǁƶ!ƒ ƘĜʅƒƧƥ!ƒ ǂƑ5 Džƛ ǇJdžĂ ÜǂʅƒƧƥ!ƒ ƎǉŏƵ ǇJdž

ẓƥƧ5 (17) DžNjƥƥƵ Ʃǁƕ Ǝ ŏơ (Σ ŏƧĂ!Ĝǂƕ!ƒ ƥƶƕ) Ŏ!Ĝƶ!ƒ DžĂǁƕƥ!ƒ ǂƑ5 Ĝnjŏǁǩ Ă (%16.1)

DžNjƥƥƵĂ ýpD ĂD ƎdžĜƶ!ƒ ƎŏĂǉĜǃ!ƒ ǂƑ5 ǇƧŏƤŰƒ ƎƕǩƧdž!ƒ Ŏ5 ƘĈĜƞĂ Ü(%7.8) Ǝƕʅǉƕ Ă

ŎǁƩĜT ƎŏƕǁƩD ǇJD Ǝ ơĜƕ!ƒ Ʊơǘŏ .ǂʅƒƧƥ!ƒ ƎǉŏƵ ǇJdž (%6.0) Ǝƕʅǉƕ Ă ẓƥƧ5 (13)

ÜƎŏƶdžĜƞ!ƒ ƘƒƥĜnjT!ƒ Ǝǁdžơ ǇJdž DžNj ƘĜǂƧT!ƒ ǉṘNj ăƥ! ĬƱʅĂ!ƒĂ Ĝŏǁƶ!ƒ ƎŏƧƒƥŰƒ yƥƒĂdž!ƒ

.Σ ĂŏƧĂ!Ĝǂƕ

þƒƧ5Ɖ Ƀ ǁǁƛ ǇǰƌǏ Ƨƛǂƌ ǇǰƉ (5-1) ýĂþɳ!ƒ Ŏ5 ƘǴǉǴŏǁ!ƒ ƨǌƱƙ :ƔþǴƢǁǁƐ ƖƐǋǰǁƨ þĩƩɈƉǏ .4

ƉǏǋþþƵ Ʃǁǁ Ă (Ƨƛǂƌ5 Ƚǉʅ 16) ɈƑ5 ǇǰƌǏ ƉǏǋ ǇǰŏƌǏƌǁk!ƒ ƘǴǂƧƬ Ŏ5 ƖƧǁƤ ƉǌǰŏþƏ ǇǰŏƦ!ƒ Ƚǉǰŏƶ!ƒ

ǂþƧ5 (63) ƉǏǋþþƵ Ʃǁǁ Ă (ƘƒĂǉʅ10-6) ɈƑ5 Ǵǌǰŏǁk (%31.6) Ƚǁʅǉǁ Ă ƒþƧ5 (69)

Ƚǁʅǉǁ Ă ǂþƧ5 (61) ƉǏǋþþƵ Ʃǁǁ Ă (Ƚǉʅ15-11) ɈƑ5 ƉǏƛ ǇǰƌǏ Ă Ü(%28.9) Ƚǁʅǉǁ Ă

Ƚǁʅǉǁ Ă ǂþƧ5 (25) ƉǏǋþþƵ Ʃǁǁ Ă (ýƥƌ5 ƘƒĂǉʅ 5) ɈƑ5 ƘƇǴɳ ǂƧŏƤƉĂ Ü(%28.0)

þƒƧ5Ɖ ƻ Ʈǉ ǇǰƌǏ Ƨƛǂƌ ǇǰƉ Ǵǉ! Ǉǰŏǁkŏ Ƚɳŏkǉ!ƒ ǉƦǋ ýǚƤ ǇǰƌǏ .Ƚʅƒƨþ!ƒ ȽǉǰŏƵ ǇǰƌǏ (%11.5)

ŎǁƩǴƬ ǇǰǕ ȽŏƶŏǁƱ Ƚɳŏkǉ!ƒ ǉƦǋĂ ÜƧƛǂƌ5 Ƚǉʅ 16 ǇǰƌǏ ƖƧǁƤ ƉǌǰŏþƏ ǴǁŏƧǀk Ƚʅƒƨþ!ƒ ȽǉǰŏƵ

.ǴƌǏ ǴƵĂǉ ȽǁŏĂƱ ȽƌǏþƤ ƘƒĂǉʅ! ǇǰĂɳǴkơŏ ǏƱʅĂ!ƒĂ Ǵŏǁƶ!ƒ ȽŏƧƒþǗƒ ƴƥƒĂƌǏ!ƒ

ǇǰƌǏ ƉǏǋ ǇǰŏƛĂơǁƌǏ!ƒ ǇǰƌǏ (89) ǇǰƉ (5-1) ýĂþɳ!ƒ ǇǰƌǏ Ʊơǚŏ :Ǐƻǁư ǋǁǁƐ ĂƉǏƨƉǏǁǁƐ þĩƩɈƉǏ .5

ǂþƧ5 (55) ƉǏǋþþƵ Ʃǁǁ Ƚŏʅŏƒƨ ƖƧƒþ ƨŏþƌǏ ɈƑ5 ǴƌǏƉ Ü(%41.0) Ƚǁʅǉǁ Ă ƉǏʅƥ Ʃŏƒƨ ɈƑ5

(43) ƳƧ5/ȽǁƶƬ ƩƑƧ ɈƑ5 ǇǰƌǏ ǇǰŏƛĂơǁƌǏ!ƒ þþƵ ǇǰǴǂ Ǉǰŏơ Ŏ5 Ü(%25.0) Ƚǁʅǉǁ Ă

ǂþƧ5 (20) ƉǏǋþþƵ Ʃǁǁ ƉǏǴƵ ƨŏþƌǏ ƔƑǴǉ /þƵǴʅƌǏ ɈƑ5 Ǵǌǰŏǁk Ü(%20.0) Ƚǁʅǉǁ Ă

ǇǰƌǏ ǂþƧ5 (11) ƉǏǋþþƵ Ʃǁǁ Ă (% 5.0) Ƚǁʅǉ ƉǏǴƵ ƨŏþƌǏ ɈƑ5 Ƙǁǂƭ ǴƌǏǉǰŏǁ (%9.0)Ƚǁʅǉǁ Ă

ƴƥƒĂƌǏ!ƒ ŎǁƩǴƬ ǇǰƌǏ Ƨǁǂǚƒ þþƶ!ƒ ǇǰƉ Ǉǰŏǁkŏ Ƚɳŏkǉ!ƒ ǉƦǋ ýǚƤ ǇǰƌǏ .Ƚʅƒƨþ!ƒ ȽǉǰŏƵ

.ƉǏʅƥ Ʃŏƒƨ ɈƑ5 ǇǰƌǏ ƉǏǋ ǏƱʅĂ!ƒĂ Ǵŏǁƶ!ƒ ȽŏƧƒþǗƒ

ƨƧǁƉ ǇǰƉ Ǐ!ǫ (5-1) ýĂþɳ!ƒ ƨŏƬŏ :ǁǀþʅ Ǐʒ ƉǏǂƉǏƑƴǁǁƐ ǏǂǀǁǁƐ ƉǏƻưǋƉǏǁǁƐ ǫǫƳ þĩƩɈƉǏ .6

ƘǴǂƧƬ ɈƑ5ǁ! (168) Ʃǁǁ ȽǂƧƬ!ƒ Ŏ5 ǇǰŏǁƌǏǴƶ!ƒ ǇǰŏƺƱĂƌǏǁ! Ŏǁǂ!ƒ þþƶ!ƒ ƨŏʒkƌǏ! ƨƒƧǂk

ɈƑ5!ƒ ǉþƶǁ ƇǴɳĂ Ü(77.1) ȽŏĂƑƌǏ Ƚǁʅǉǁ (ýƥƌ5 ƻƱĂƌǏ 100) ƨŏʒƮ!ƒ ƉǏɳơ!ƒ ƘƒƦ

ƘƇǴɳ .Ʊʅ ĂkƌǏ!ƒ ƉǏɳơ!ƒ ƘƒƦ (%15.6) Ƚǁʅǉ Ă (34) ǴǋþþƵ Ʃǁǁ (ƻƱĂƌǏ 300-101)

Ʃǁǁ Ă (%7.3) Ƚǁʅǉǁ Ă (Ƨƛǂƌ5 ƻƱĂƌǏ 301)ƨŏǁǂ!ƒ ƉǏɳơ!ƒ ɈƑ5 ƖƧŏƤǕƒ ȽǁkƧƌǏ!ƒ Ŏ5

[illegible] (16) [illegible]

[illegible]

[illegible]

[illegible]

[illegible]

7. [illegible] (5-1) [illegible]

[illegible] (128) [illegible] 21) [illegible] (%58.7) [illegible] 20) [illegible]

[illegible] (90) [illegible] (%41.3) [illegible]

5-3 [illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

(5-2) [illegible] (K) [illegible]

(One- Sample t.Test) [illegible]

[illegible] (5-8) [illegible]

(5-2) [illegible]

[illegible]

[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
1	[illegible]	3.93	0.68	2	[illegible]
2	[illegible]	3.47	0.55	4	[illegible]
3	[illegible]	4.00	0.66	1	[illegible]
4	[illegible]	3.92	0.77	3	[illegible]
5	[illegible]	3.28	0.57	5	[illegible]
[illegible]		3.72	-	-	[illegible]

[illegible] (5-2) [illegible] (3.72) [illegible] (5-2) [illegible] (4.00-3.28) [illegible] (4.00) [illegible] (0.66) [illegible] (3.93) [illegible] (0.68) [illegible] (3.92) [illegible] (0.77) [illegible] (3.47) [illegible] (0.55) [illegible] (3.28) [illegible] (0.57) [illegible].

[illegible]

:ŀuҕǘƯǁǀ üƑǕƊǅ - **1**

(**5-3**) üŇǰǫǕ

ŀuҕǘƯǁǀ üƑǕƊǅ ǀ ƐƥƾƺƱ ƱǐƊǅǕǁ ŀuǐƥƑǐýƊǅǁǀ ǀ ƑƺƐƥƟǆǐǕƐŇ ŀuǐǤƑƨƟǁǀ ǀ ƑƯƨŇǂƊǅǁǀ

ŀuǕƥǫǁǀ	ŀuǤǂƥǁǀ	ƺƐƥƟǆǕǐ ăƥƑǐýƊǅǁǀ	Ưƨ ŇǂƊǅǁǀ ǏǤƑƨƟǁǀ	ǀ Ɛƥƾƺǁǀǀǀǀǀǀǀǀǀǀǀǀǀǀ	!ҕƥǁǀ
ǂƶҕƙƧǆ	1	0.76	4.29	ƧǤù ǂ5ǛƑ ǇùǆƥƥùƵ ƧùǃǂƊ ƟƧƱ ǏǁƵ ǀƧƥǀ!Ƒ ǐƥ! .ýǆƶ!Ƒ ýǂǤTǆ ǂŇƞƑĂǆ! ǂƶŏƧƪ!Ƒ ýĂǁơ!ƑĂ	1
ǂƶҕƙƧǆ	3	1.00	4.11	ýùơ! ǂǀǃǤƪ!Ƒ ƘǤǆĂǁƶǆ!ƑĂ ƧǤǂ5ǛƑ ƳǤƞƧƙƪƑ ýŏƱƙƪƊ .ýǆƶ!Ƒ Ŏ5 ŎǉŇƞƑĂƙ Ŏƙ!Ƒ ƘǚǂTǆ!Ƒ	2
ǂƱƪĂƙǆ	4	1.24	3.17	ƥùŏ!Ăƙ ǏǁƵ ƧƥǤƥ Ƨŏƺ ǇǤŏơǛƑ ǊƯƶǆ Ŏ5 Ŏƪ5ǉ ƥƞƊ .ƘǚǂTǆ!Ƒ ýĂǁơ! ýƑƑƥǃ!ƑĂ ƧǤǂ5ǛƑ ǇǆƢƧǂ ƥƥƵ	3
ǂƶҕƙƧǆ	2	0.91	4.15	ǂùŏǉǆƨ ǀƧùƙ5 ýǚùƤ ǀƧùǂ5 Ǉǆ Ƨƛǂ Ǌŏƥǀƙǃ ƨǤƙǆƊ .ǀƧŏƮƥ	4
ǂƶҕƙƧǆ	-	-	3.93	!ƑyǁǀƯƨŇǂƊǅǁǀ	

ƺùǁǃ ǂùƥǚƱ!Ƒ ýǤùƞǆ! ǊǤƶ!Ƒ ŎǃǤƪơ!Ƒ ƱƪĂƙǆ!Ƒ Ǉ (**5-3**) ýĂƥƞ!Ƒ Ŏ5 ƘǤǉǤŏǃ!Ƒ ƠưĂƙ

ƥƥ ǂҕǁƙƤǆ!Ƒ ƘƑƧǀҕǁ! ǂŏǃǤƪơ!Ƒ ƘǤƱƪĂƙǆ!Ƒ Ǉ (**5-3**) ýĂƥƞ!Ƒ ǇŏǃŏǤǆǂ .ǂƶҕƙƧǆ ǂƞƧƥǃ (3.93)

ƟƧùƱ ǏǁƵ ǀƧƥǀ!Ƒ ǐƥ! " ǤŇƮǉĂ (1) ǊƥƧ ǀƧǀҕ!Ƒ ƘǤǤƞ ǂŏơ Ü(4.29-3.17) ǇŏǃǤǆ ƘơĂƑƧƙ

Ʊùƪ ĂƙǆǃĂ Ǐ!ĂǛƑ ǂǃƙƧǆ!Ƒ Ŏ5 "ýǆƶ!Ƒ ýǂǤTǆ ǂŇƞƑĂǆ! ǂƶŏƧƪ!Ƒ ýĂǁơ!ƑĂ ƧǤǂ5ǛƑ Ǉǆ ƥƥƵ ƧǃǂƊ

ǂùŏǉǤƛ!Ƒ ǂùǃƙƧǆ!Ƒ Ŏù5 ǤŇƙǁƙ ÜǂƶҕƙƧǆ ǂƞƧƥǃĂ (0.76) ǐƧǤŏƶǆ ƻƑƧơǉƑĂ (4.29) ƺǁǃ ŎǃǤƪơ

.ǂùƶҕƙƧǆ ǂùƞƧƥǃĂ (0.91) ǐƧǤŏƶǆ ƻƑƧơǉƑĂ (4.15) ƺǁǃ ŎǃǤƪơ ƱƪĂƙǆǃĂ (4) ǊƥƧ ǀƧǀҕ!Ƒ

(4.11) ƺùǁǃ ŎǃǤùƪơ Ʊùƪ ĂƙǆǃĂ ǂ ù!Ǥƛ!Ƒ ƔŏƙƧƙ!Ƒ ǏǁƵ ƘǁƮơ Ŏƙ!ƑĂ (2) ǊƥƧ ǀƧǀҕ!Ƒ ǇŏǃƙĂ

Ŏùƪҕǉ ƥƞƊ "ǤŇƮǉĂ (3) ǊƥƧ ǀƧǀҕ!Ƒ ƘǤǤƞ ǤǆǇŏǃ ÜǂƶҕƙƧǆ ǂƞƧƥǃĂ (1.00) ǐƧǤŏƶǆ ƻƑƧơǉƑĂ

Ŏù5 "ƘǚǂTǆ!Ƒ ýĂǁơ! ýƑƑƥǃ!ƑĂ ƧǤǂ5ǛƑ ǇǆƢƧǂ ƥƥƵ ƥŏ!Ăƙ ǏǁƵ ƧƥǤƥ Ƨŏƺ ǇǤŏơǛƑ ǊƯƶǆ Ŏ5

.ǂƱùƪĂƙǆ ǂƞƧƥǃĂ (1.24) ǐƧǤŏƶǆ ƻƑƧơǉƑĂ (3.17) ƺǁǃ ŎǃǤƪơ ƱƪĂƙǆǃĂ ǀƧŏƤǛƑ ǂǃƙƧǆ!Ƒ

.(3) ŀuǐǤǂƨǁǀ ƔƥƾƺǂǁƛǐƥǫǂǁǀƧ ǀƳ !ǂ ǇǆƊǤ ƑƊǅǂƳ

[illegible] - 2

(5-4) [illegible]

[illegible]

[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	2	1.03	4.16	[illegible]	1
[illegible]	1	0.96	4.23	[illegible]	2
[illegible]	7	1.17	2.17	[illegible]	3
[illegible]	4	1.21	3.60	[illegible]	4
[illegible]	5	1.33	3.27	[illegible]	5
[illegible]	3	1.29	3.73	[illegible]	6
[illegible]	6	1.35	3.12	[illegible]	7
[illegible]	-	-	3.47	[illegible]	

(3.47) [illegible] (5-4) [illegible]

[illegible] (5-4) [illegible]

[illegible] (2) [illegible] (4.23-2.17) [illegible]

[illegible] (4.23) [illegible]

[illegible] (1) [illegible] (0.96) [illegible]

(4.16) [illegible]

[illegible] (6) [illegible] (1.03) [illegible]

[illegible] (3.73) [illegible]

[illegible] (4) [illegible] (1.29) [illegible]

ƻƒƧùơǉƒĂ (3.60) ƺùǁ ŎǁĜùƪơ ƱùƪĂǩǁĂ ŁƱùƪĂǩ ŁƞƧƥǁĂ "ŁƼǁƘǩ ĜǒƒĂƨ ǇǆǍ ĈĜǒŢŰ!

ƘƒƧùǒƺǩ!ƒ ƴùǆ ƻùǒǂǩ!ƒ Ŏƽ ŁǁĂƶŢ ƥƞƉ" ĜǌŢǉĂ (5) ǈƿƧ ƖƧǀƽ!ƒ ǈǨ ǇǆĂ Ü(1.21)ǐƧĜǒƶǩ

ǐƧĜùǒƶǩ ƻƒƧùơǉƒĂ (3.27) ǈƿƧ ŎǁĜƪơ ƱƪĂǩǁ ÜŁƱƪĂǩ ŁƞƧƥǁĂ "ƴǆƶ!ƒ ƧǒƪŎƽ ƖƥǒƥƞƖ!ƒ

ƔǒĜƪƉ ǇƵ Łơǁ!Ĝǁ ŎƪƼǉ ƴĜƺŢŰ ŎƵƒƥ Ů ǊǉǁăƧƉ " ĜǌŢǉĂ (7) ǈƿƧ ƖƧǀƽ!ƒ ĜǌǩǁĂ Ü(1.33)

ƻƒƧùơǉƒĂ (3.12) ƺǁ ŎǁĜƪơ ƱƪĂǩǁĂ ŁƱƪĂǩ ŁƞƧƥǁĂ "ƴǆƶ!Ĝǁ ǈĜǒǀǁ! ƥĜǩƶǆ!ƒ ǇƵ ŁƼǁƘǩ

ƔǒĜùƪƉ Ŏùƽ ƘƒƧùǒƺǩ ŁƒƥơǁǈĂƿƉ " ĜǌŢǉĂ (3) ǈƿƧ ƖƧǀƽ!ƒ ƘĈĜƞ ĜǆǉǒǁÜ(1.35) ǐƧĜǒƶǩ

ƺùǁ ŎǁĜƪơ ƱƪĂǩǁĂ ŁưƼƤǉǩ ŁƞƧƥǁĂ ƖƧǒƤŰƒ ŁǩƧǆ!ƒ Ŏƽ "ăƧƤƉĂ ƖƧǩƽ ǇǒǁƴưƼŰƒ ƴǆƶ!ƒ

(5) (4) Łǒǁùƪ!ƒ ƘƒƧùǀǁ! ǋǒƧƥùǩ!ƒ ƩǂƵ ǈǩ ǊǉǁĜǆƵ .(1.17) ǐƧĜǒƶǩ ƻƒƧơǉƒĂ (2.17)

.(7)

:ǁƑŢŬ ǖƑǆ .3

(5-5) ǖǌǁ

ǁƑŢŬ ǖƑǆ ƖƥƨƺǕǆǁ ǁǐƥƑǐǆ ƖƑƺƥƟǆǌ ǁǏĜƒƨƟǁ ƖƑưƨǌǁǁ

ǁǁƥǁ	ǁĜƥǁ	ƺƥƟǁǕ ăƥƑǐǆ	ưƨǌǁǁ ǏĜƒƨƟǁ	ƔƥƨǁƐ	!ƽƥǁ
ŁƶƽƧǆ	3	0.90	4.23	.ƥƞǩ ƔĂƪǁ ƴĜǆƵƉ ǇǆŎ!ƥǉƪǒĜǆƨƞǉƉ	1
ŁƶƽƧǆ	1	0.94	4.28	.ƖƧǆƪǆƧǒĂƱǩŁǒǁǆƶ! ŁƞĜơǁ ƴǆƶ!ƒ ƘƒĈƒƧƞƉ ǇƉ ƥƞƉ	2
ŁƶƽƧǆ	5	1.13	3.80	Ŏǩ!ƒ ƘŰǂƬǆ!ƒ ƴơ Ŏƽ ǇǒƧƤŰƒ ƥǒǁǩ ǇƵ ƥĜƶǁŰƒ ƴĂĜơƉ .ƴǆƶ!ƒ ƧǒƪưƧƶǩ	3
ŁƱƪĂǩ	6	1.36	3.21	ƖƥùǒƥƞƧĜùǂƽǈǒƥùǀǩ ǏǁƵ ƖƧƥǀ!ƒ ǁǩƉŮ ŎǉǁƧƶƬƉ ƴǆƶ!ƒ ƔǒĜƪŰ	4
ŁƶƽƧǆ	4	0.88	4.22	.ƖƥǒƥƞĈĜǒƬƉ ƻĜƬǂŰ ĜǆƑƥǏƶƪƉ	5
ŁƶƽƧǆ	2	0.88	4.24	.ǈĜǌǆ!ƒ ĈƒƥŰ ƖƥǒƧƽĂ ƖƨǒǆǆƸƧƱ ǇƵ Łơǁ	6
ŁƶƽƧǆ	-	-	4.00	ǈĜƶ!ƒ ƱƪĂǩ!ƒ	

ƺùǁ Ŏùǁǂ!ƒ Ł!ĜùŢŰƒ ƴĜùƞǆ! ǈĜƶ!ƒ ŎǁĜƪơ!ƒ ƱƪĂǩ!ƒ ǇƉ (5-5) ǈƿƧ ƴĂƥƞ!ƒ ƧǌǓǒ

ƘƒƧùǀƽ ƴùǒǆƞ! ŁǒǁĜƪơ!ƒ ƘĜƱƪĂǩ!ƒ ǇƉ (5-5) ƴĂƥƞ!ƒ ǇǒǁǒĜǆǂ ÜŁƶƽƧǆ ŁƞƧƥǁĂ (4.00)

ǇƉ ƥùƞƉ " ĜǌùŢǉĂ (2) ǈƿƧ ƖƧǀƽ!ƒ ƘĈĜƞ ŁǒơÜ(4.28-3.21) ǇǒǁƘơĂƒƧǩ Ł!ĜŢŰƒ ƴĜƞǆ

Ƹùǁǁƅ ǑƅǤù ƪơ Ʊù ƪǍƙǆƅǍ Ǐù!ǍǕƒ ƗƅƙƧǆ!ƒ Ǒ5 "ƖƧǆƙƪǆ ƧǒǍƱƙ Ɨǒǁǆƶ! ƗƞǤơƅ ýǆƶ!ƒ ƘƒƇƒƧƞǫ Ǐù!Ʒ ƒ ǈƙ Ǒƙ!ƒǍ (6) ǄƿƧ ƖƧǀƽ!ƒ ǤǌƙǁƙǍ ǛƗƶƽƙƧǆ ƗƞƧƥƅǍ (0.94) ǐƧǤǒƶǆ ƻƒƧơǉƒǍ (4.28)

(4.24) ǑƅǤù ƪơ Ʊƪ ǍƙǆƅǍ ƗǒǉǤƛ!ƒ ƗƅƙƧǆ!ƒ Ǒ5 "ǄǤǌǆ!ƒ ƇƒƥǕ ƖƥǒƧ5 Ǎ ƖƨǒǆǆƨƧƱ ǇƷ Ɨơƅ "

ƥǉù ƪǒ Ǥǆ ƨƞƪ " ǤǌƮǉǍ (1) ǄƿƧ ƖƧǀƽ!ƒ Ǥǌƙǁƙ ǄƛǍ ǛƗƶƽƙƧǆ ƗƞƧƥƅǍ (0.88) ǐƧǤǒƶǆ ƻƒƧơǉƒǍ

ǐƧǤǒƶǆ ƻƒƧơǉƒǍ (4.23) ǑƅǤ ƪơ Ʊƪ Ǎƙǆƅ ƗƛǤƛ!ƒ ƗƅƙƧǆ!ƒ Ǒ5 "ƥƥƞƙǆ ƔǍǁƪǆƅ ýǤǆƷǄ ǇǆǑ!ǫ

Ǐƶù ƪǄ " Ǥǌù ƮǉǍ (5) Ǆùƿ Ƨ ƖƧǀƽ!ƒ ƗƶƅƒƧ!ƒ ƗƅƙƧǆ!ƒ Ǒ5 ƘƇǤƞ ǤǆǉǒƅǛƗƶƽƙƧǆ ƗƞƧƥƅǍ (0.90)

(0.88) ǐƧǤùǒƶǆ ƻƒƧùơǉƒǍ (4.22) Ƹùǁǁƅ ǑƅǤù ƪơ Ʊƪ Ǎƙǆƅ Ǎ "ƖƥǒƥƞƇǤǒƬǄ ƻǤƬƙƗǕ ǤǆƑƒƥ

ǇǒƧƤǕƒ ƥǒǁƙ ǇƷ ƥǤƶƙƅǕƒ ýǍǤơǄ " Ǐǁ Ʒ ƒ ǈƙ Ǒƙ!ƒǍ (3) ǄƿƧ ƖƧǀƽ!ƒ ǄƛǇǆǍ ǛƗƶƽƙƧǆ ƗƞƧƥƅǍ

(3.80) Ƹùǁǁƅ ǑƅǤù ƪơ Ʊƪ Ǎƙǆ Ǎ Ɨƶƽƙ Ƨǆ Ɨƞ Ƨƥƅ " .ýǆƶ!ƒ Ƨǒƪ ƯƧƙƶƙ Ǒƙ!ƒ ƘǕƗƬǆ!ƒ ýơ Ǒ5

(4) Ǆùƿ Ƨ ƖƧǀƽ!ƒ ƖƧǒƤǕƒ ƗƅƙƧǆ!ƒ Ǒ5 ƘƇǤƞǍ .ƗƪǆǤƤ!ƒ ƗƅƙƧǆ!ƒ Ǒ5 (1.13) ǐƧǤǒƶǆ ƻƒƧơǉƒǍ

" ýǆƶ!ƒ ƔǒǃǤƪǕ ƖƥǒƥƞƧǤƗ5Ǆ ǄǒƥǀƙǏǁƷ ƖƧƥǀ!ƒ ǁǁƙǆǄ Ǖ ǑǉǆƅƧƶƬǄ ýǍǤơǄ " Ǐǁ Ʒ ƒ ǈƙ Ǒƙ!ƒǍ

Ʃ ƗƷ Ǆƙ ǊǉǆƅǅǆǁƷ .ƗƱƪǍƙǆ Ɨ ƞƧ ƥƅǍ (1.36) ǐƧǤǒƶǆ ƻƒƧơǉƒǍ (3.21) Ƹǁǁƅ ǑƅǤƪơ ƱƪǍƙǆƅ

.(4) Ɨǒǁƪ!ƒ ƖƧǀƽǁ! ǇǒƧƥƙ!ƒ

4. ǜƑǁǄǆ ǛƑƺǕƐ :ƅƮ

(5-6) ǜǌǫǁ

ƅƮƑƺǕƐ ǜƑǁǄǆ ƖƐƥƨƺ ǕǐǄǆǁ ƅǐƥƑǐƴǄǁƐ ƖƑƺƐƥƟǆǕƐǌ ƅǐǤƑƨƟǁƐ ƖƑƯƨǌƗǄǁƐ

ƅǁǁƥǫǁƐ	ƅǤƗƥǁƐ	ƸƐƥƟǆǕƐ ǎƥƑǐƴǄǁƐ	Ưƨ ǌƗǄǁƐ Ǐ ǤƑƨƟǁƐ	ƔƥƨƧǁƐ	!ƽƥǁƐ
Ɨƶƽƙ Ƨǆ	1	0.85	4.31	ƧǒǍƱƙ Ǐǁ Ʒ ƥƷǤƪƙ ƖƥǒƥƞƘǤ5Ǥ ƿǫ ǄǒƥǀƙǏǁƷ ƒ ƧơǄ .ýǆƶ!ƒ Ƨǒƪ	1
Ɨƶƽƙ Ƨǆ	2	0.95	4.21	.ƖƥǍƞǍǆ!ƒ ýǆƶ!ƒ ƔǒǃǤƪǄ ƧǒǍƱƙ! ǤǆƑƒƥ Ǐƶƪ Ǆ	2
ƗƱƪǍƙǆ	3	1.15	3.92	ƘƒƧǍƥ!ƒ ýǕƤ ǇǆǆƗǒƧƗƽ!ƒ ǑƿǤ5ǤƴǒƪǍƙƅ ǄǍƿǄ .ƗǒƅǒƧƥƙ!ƒ	3
ƗƱƪǍƙǆ	4	1.29	3.23	ƖƧƗƽǁ! ƗƷǍǉƙǆǍ ƖƥǒƥƞýǒƮǤ5ƙ ǄǒƥǀƙǏǁƷ ƧƥƿǄ Ǖ .ƗǒǁƮǕƒ	4
Ɨƶƽƙ Ƨǆ	-	-	3.92	!ƑƴǁƐ Ưƨ ǌƗǄǁƐ	

Ŏùǁǂ!ƒ ǅǠùƺ!ƒ ŎƕǠƪơ!ƒ ƱƪĂƘǌ!ƒ Ǉǅ **(5-6)** ǅƿƧ ýĂƥƞ!ƒ Ŏ5 ǂƾĂƧƺǌ!ƒ ƘǠǇǠŏƕ!ƒ ƧŏƬƘ

ƘǠƱùƪĂƘǌ!ƒ Ǉǅ **(5-5)** ǅƿƧ ýĂƥƞ!ƒ ƠƾĂŏ Ǡǌǂ .ǂƺ5ƘƧǌ ǂƞƧƥƕĂ (3.92) Ƹǁƕ ǂƾǠ5Ǖƒ ýǠƞǌ!

Ǐù!ĂǕƒ ǂƕƘƧǌ!ƒ Ŏ5 (1) ǅƿƧ ƖƧǀ5!ƒ ƘǠǠƞ ǂŏơ Ü(4.31-3.23) ǇŏƕǠǌ ƘơĂƒƧƘ ƥƿ ǂŏƕǠƪơ!ƒ

ƱùƪĂƘǌƕ "ýǌƺ!ƒ Ƨŏƪ ƧŏĂƱƘ ǏǁƵ ƥƵǠƪƘ ƖƥŏƥƞƘǠ5Ǡƾƾ ǅŏƥǀƘ ǏǁƵ ƒ ƧơǅǏǁƵ ƒ ǇƘ Ŏƙ!ƒĂ

(2) ǅùƿƧ ƖƧùǀ5!ƒ ƘǠǠùƞ ǅùƛ Üǂƺ5ƘƧǌ ǂƞƧƥƕĂ (0.85) ǏƧǠŏƺǌ ƻƒƧơǇƒĂ (4.31) ŎƕǠƪơ

Ǐƺƪǅ" ǏǁƵ ƒ ǇƘ Ŏƙ!ƒĂ ǂƺ5ƘƧǌ ǂƞƧƥƕĂ (0.95) ǏƧǠŏƺǌ ƻƒƧơǇƒĂ (4.21) ŎƕǠƪơ ƱƪĂƘǌƕ

ǅĂùƿǅ" ǏǁƵ ƒ ǇƘ Ŏƙ!ƒĂ (3) ǅƿƧ ƖƧǀ5!ƒ ǠǌƘǁƘĂ ".ƖƥĂƞĂǌ!ƒ ýǌƺ!ƒ Ɣŏ!Ǡƪǅ ƧŏĂƱƘ! ǠǌƑƒƥ

ƻƒƧơǇƒĂ (3.92) Ƹǁƕ ŎƕǠƪơ ƱƪĂƘǌƕ "ǂŏƕŏƧƥƘ!ƒ ƘƒƧĂƥ!ƒ ýǔƤ ǇǌǠ ǂŏƧǂ5!ƒ ŎƿǠ5Ơ ýŏƪĂƘƕ

ǏǁƵ Ƨƥƿǅ Ǖ " (4) ǅƿƧ ƖƧǀ5!ƒ ƘǠǠƞ ƖƧŏƤǕƒ ǂƕƘƧǌ!ƒ Ŏ5Ă .ǂƺ5ƘƧǌ ǂƞƧƥƕĂ (1.15) ǏƧǠŏƺǌ

ƻƒƧùơǇƒĂ (3.23) Ƹùǁƕ ŎƕǠùƪơ ƱƪĂƘǌƕ " ǂŏǁƬǕƒ ƖƧǂ5ǁ! ǂƵĂǇƘǌĂ ƖƥŏƥƞýŏƬǠ5Ƙ ǅŏƥǀƘ

.(4) ǂŏƕǁƪ!ƒ ƖƧǀ5ǁ! ƝŏƧƥƘ!ƒ Ʃǂ Ƶ ǅƘ ǇǇƕ ǠǌǁƵ .ǂƱƪĂƘǌ ǂƞƧƥƕĂ (1.29) ǏƧǠŏƺǌ

.5 ǖƑǅǌ ƕǏƨƒƨƟǁǉ ǂǌǉƪǅ ǉǖǉ :

(5-7) ǖǇǈǅ

ǉƑƨǅǌǉ ǉǖǈƒƨƟǈǅ ǉƪƨǈǉǌ ƕǏǀƒƨ ǖǅǈǉ ǉǌǉƪǅ ǉǖǉ

ƕǅǈǉ	ƕǠǂǉ	ƸǉƥƟǌǕǉ ăƥƑǏǅǉ	ƠƨǇǂǅǉ ǏǠƒƨƟǉ	Ɣƥƨǉ	!5ǉ
ǂǓ5ƤǇǌ	4	1.17	2.18	Ŏù5 ƻƺùƾ!ƒĂ ƧĂƬ!!ƒ ǇƞĂǅ ƻǠƬƘǂƒ ǏǁƵ ƖƧƥ!!ƒ Ǐƥ! .ƖƥƥơǌǂŏǇƺƨ ƖƧƘ5ƕ ǠǌƛĂƥơ ýƕƿ ƧĂǌǕƒ ƘǠŏƧƞǌ	1
ǂƱƪĂƘǌ	3	1.33	2.89	ýƕƿ ýǌƺ!ƒ ƘǔǂƬǌƕ ǡƕǇƘ!ƒ Ŏ5 ƖƧŏƕǂ ǇƕĂƺƬ ƥƞǅ .ǠǌƛĂƥơ	2
ǂƺ5ƘƧǌ	2	1.04	4.01	.ǠǌƛĂƥơ ǇǂǌǌƘ!ƒ ýǌƺ!ƒ ƘǔǂƬǌ ǂǌƞƒĂǌ! ƱƱƤǅ	3
ǂƺ5ƘƧǌ	1	0.98	4.05	ǠǌǇǌ ŎǇǠƺŏ Ŏƙ!ƒ ƘǔǂƬǌ!ƒ ƻǠƬƘǂǕ ǂǀŏƥ ǂŏǡƧ ǁǁƘǌǅ .ýǌƺ!ƒ Ŏ5 ǇĂƧƤǕƒ	4
ǂƱƪĂƘǌ	-	-	3.28	!ƑǉǉƠƨǇǂǅǉ	

[illegible] (5-7) [illegible] (5-7) [illegible] (3.28) [illegible] (4) [illegible] (4.05-2.18) [illegible] (4.05) [illegible] (3) [illegible] (0.98) [illegible] (4.01) [illegible] (1.04) [illegible] (2) [illegible] (2.89) [illegible] (1.33) [illegible] (1) [illegible] (2.18) [illegible] (1.17) [illegible] .(2)

(5-8) [illegible]

[illegible] (**One- Sample t.Test**) [illegible]

[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
0.00	22.33	217	0.46	3.72	[illegible]

[illegible] (0.00) [illegible] (22.33) [illegible] (5-8) [illegible] (3) [illegible] (0.05 ≥α) [illegible] (0.46) [illegible] (3.72) [illegible].

[illegible] " [illegible]

[illegible] (**0.05** ≥ α) [illegible]

"[illegible]

[illegible]

[illegible]

[illegible]

[illegible] (**5-9**) [illegible]

[illegible] (One- Sample t.Test) [illegible] (K) [illegible]

[illegible]

: [illegible] (**5-10**) [illegible]

(**5-9**) [illegible]

[illegible]

[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	1	0.84	4.37	[illegible]	1
[illegible]	11	1.08	1.93	[illegible]	2
[illegible]	10	1.34	2.99	[illegible]	3
[illegible]	2	0.93	4.25	[illegible]	4
[illegible]	5	1.06	4.08	[illegible]	5
[illegible]	7	1.04	4.04	[illegible]	6
[illegible]	4	0.94	4.11	[illegible]	7
[illegible]	3	0.94	4.12	[illegible]	8
[illegible]	9	1.05	3.90	[illegible]	9
[illegible]	8	0.94	4.00	[illegible]	10
[illegible]	6	1.02	4.07	[illegible]	11
[illegible]	-	-	3.81	[illegible]	

(4.00) [illegible]

[illegible] (9) [illegible] (0.94) [illegible]

[illegible] (1.05) [illegible] (3.90) [illegible]

[illegible] (3) [illegible]

(2.99) [illegible]

[illegible] (2) [illegible] (1.34) [illegible]

[illegible]

(1.08) [illegible] (1.93) [illegible]

.(3) [illegible]

(5-10) [illegible]

[illegible] **(One- Sample t.Test)** [illegible]

[illegible]	(t) [illegible]	[illegible]	[illegible]	[illegible]	[illegible]
0.00	28.42	217	0.61	4.17	[illegible]

[illegible] (0.00) [illegible] (28.42) [illegible] **(5-10)** [illegible]

[illegible] (3) [illegible]

[illegible] (0.05 ≥α) [illegible]

[illegible] (0.61) [illegible] (4.17) [illegible]

[illegible]

[illegible] (0.05 ≥α) [illegible]

[illegible]

Simple Linear) [illegible] (Regression [illegible]

[illegible] (5-11) [illegible]

(5-11) [illegible]

[illegible] (**Simple Linear Regression**) [illegible]

[illegible]	[illegible]	(F) [illegible]	[illegible] (β)	[illegible] (R^2)	R [illegible]	[illegible]
[illegible]	0.00	298.168	0.762	0.580	0.762	[illegible] / [illegible]

(0.580) (R^2) [illegible] (0.762) [illegible] (R) [illegible] **(5-11)** [illegible]

[illegible]

[illegible]

[illegible] (0.762) (β)

[illegible]

[illegible] (0.00) [illegible] (298.168) (F) [illegible]

.(α ≤ 0.05) [illegible]

[illegible] (**0.05 ≥ α**) [illegible]

."[illegible]

[illegible]

[illegible]

Simple Linear) [illegible]

[illegible] (Regression

: [illegible] (**5-12**) [illegible]

[illegible] (**Simple Linear Regression**) [illegible] (**5-12**) [illegible]

[illegible]	[illegible]	(**F**) [illegible]	[illegible] (β)	[illegible] (**R^2**)	**R** [illegible]	[illegible]
[illegible]	0.00	473.876	0.829	0.687	0.829	[illegible]

(0.687) (R^2) [illegible] (0.829) [illegible] (R) [illegible] (**5-12**) [illegible]

[illegible]

[illegible]

[illegible] (0.829) (β)

[illegible]

[illegible] (473.876) (F) [illegible] (0.00) [illegible]

.(0.05=α) [illegible]

[illegible] (**0.05 ≥ α**) [illegible]

[illegible]

[illegible]

Simple Linear) [illegible]

[illegible] (Regression

[illegible] **(5-13)** [illegible]:

(5-13) [illegible]

[illegible] (**Simple Linear Regression**) [illegible]

[illegible]	[illegible]	(F) [illegible]	[illegible] (β)	[illegible] (R^2)	R [illegible]	[illegible]
[illegible]	0,00	88,620	0,53	0,29	0,539	[illegible]
						[illegible]

(0.29) (R2) [illegible] (0.539) [illegible] (R) [illegible] **(5-13)** [illegible]

[illegible]

[illegible]

Ǒù5 Ɨ!Ǵù Ț Ǖƒ ƖƧǴnjdž Ƨ5ƒǍƙ! ƧƛƊ þǍηǍ ǏǁƵ ýþkǍ ƗƕηǍdž ƗƕȠǉ ǑǸjǍ (0.53) (β) Ɨdžǒp ýƛdžƙ

Ǒù5 ƗùǁdžǴƶ!ƒ ǇǑdžǻùƙ!ƒ ƘǴǂƧƬ Ǒ5 ǐƧƒþǗƒ ƧƒƧ!ƒ ƦǴƤƙƒ ƗǒǁdžƵ ƗǒǁƵǴ5 ǏǁƵ ǑƵƒþƕǗƒ ƧǒǂƽƘ!ƒ

ýƒþ ƧƛƊ þǍηǍ Ǐ!ǫ ƧǒƬǒ ƒƦǸjǍ (0.00) ƗǒƑǴȚơǫ Ɨ!ǓþƕǍ (88.620) (F) Ɨdžǒp ƘƷǁƕǍ ǗǇþƧǕƒ

.(0.05=α) Ɨ!Ǔþ!ƒ ăǍƙȠdž þǉƵ ǴǒƑǴȚơǫ

ƕǁǗƣ ǊǰƤ ǏǴƑƜǻƌ þƙƈ ƿƑdžǁǉ " :ǍǂƳ ƫ džƗ ǏƗǁƐ ƕƙǁƑƙǁƐ ƕǐƳþƧǁƐ ƕǐȚþƧǁƐ üǴƪƗ ǏǁƑƗǁƑǴǊ

ǏƳƐƣøǴǗƐ þøǐǀƧƗǁƐ ǏƷ ƕǁƑƬǗƐ ƔþƑǸǅǅ þƷƐǸjƗǁ (**0.05 ≥ α**) ƕǁǗƣǁƐ ǌjǊjƗƨǅǅ ƣdžƳ ƕǐƏƑƬƟƌ

."ǅǅƣþǗƐ ǏƷ ƕƗǅǅƑƴǁƐ ǅǅǐǅǅǅǅƗǁƐ ǀƑǀþȠ ǏƷ ăþƐƣǕƐ þƐþƪǁƐ ƤƑƏǀƗƐ ƕǐƗǅǅƳ ƕǐƗƳƑƷ ǍƗƳ

ăþƐƣǕƐ þƐþƪǁƐ ƤƑƏǀƗƐ ƕǐƗǅǅƳ ƕǐƗƳƑƷ ǍƗƳ ƕȚƑƷǗƐ ƔþƑǸǅǅ þƷƐǸjƗ þƙƈ ƑǅǅǅǍ :ǙǴƐþǁƐ ǏƳþƧǁƐ üƐǅƨǁƐ

ÝǅǅƣþǗƐ ǏƷ ƕƗǅǅƑƴǁƐ ǅǅǐǅǅǅǅƗǁƐ ǀƑǀþȠ ǏƷ

Simple Linear) ƠǒȠƕ!ƒ ǑƠƤ!ƒ ƧƒþơǉǗƒ ýǒǁơƙ ƪǒƕƠƙ ǅǅƙ ýƒƌȠ!ƒ ƒƦǸj ǇƵ ƗƕǴηǘ!

ƗǒǁdžƵ ƗǒǁƵǴ5 ǏǁƵ ǑƵƒþƕǗƒ ƧǒǂƽƘ!ƒ Ǒ5 ƗưǴ5Ǘƒ ƖƧǴnjdž Ƨ5ƒǍƙ ƧƛƊ ǇƵ ƻƬǂǁ! (Regression

:ǁǁ!Ʀ ǇǒƕǑ **(5-14)** ýǍþη ǗǇþƧǕƒ Ǒ5 ƗǁdžǴƶ!ƒ ǇǑdžǻƙ!ƒ ƘǴǂƧƬ Ǒ5 ǐƧƒþǗƒ ƧƒƧ!ƒ ƦǴƤƙƒ

(5-14) üǊƣǁƜ

ǏƷ ƕȚƑƷǗƐ ƔþƑǸǅǅ þƷƐǸjƗ þƙƈ ǅǅƳ ƸȠǀƗǁǁ (**Simple Linear Regression**) ǏǕƏǁƐ þƐƣƟǅǅǗƐ üǐƗƟƗ
ǅǅƣþǗƐ ǏƷ ƕƗǅǅƑƴǁƐ ǅǅǐǅǅǅǅƗǁƐ ǀƑǀþȠ ǏƷ ăþƐƣǕƐ þƐþƪǁƐ ƤƑƏǀƗƐ ƕǐƗǅǅƳ ƕǐƗƳƑƷ ǍƗƳ ǏƳƐƣǴǗƐ þǐǀƧƗǁƐ

ƕǐȚþƧǁƐ ƕǁƜƗǅǅ	ƕǐƏƑƬƟǗƐ ƕǁǗƣǁƐ	**(F)** ƕǅǅǐ5	**(β)** ƕǅǅǐ5	**(R^2)** ƕǅǅǐ5	**R** ƕǅǅǐ5	þǐǀƗǅǅǁƐ
ýǍƕp	0.00	479.91	0.830	0.690	0.830	þƐþƪǁƐ ƤƑƏǀƗƐ ƕǐƗǅǅƳ ƕǐƗƳƑƷ ăþƐƣǕƐ
						ƕȚƑƷǗƐ

(0.690) (R2) Ɨdžǒp ƘƷǁƕǍ (0.830) ƘƷǁƕ (R) Ɨdžǒp ǇƊ **(5-14)** ýǍþη!ƒ ǇǅǅdžƧnjǕǑ

ƘǴǂƧùƬ Ǒù5 ǐƧƒþǗƒ ƧƒƧù!ƒ ƦǴƤƙƒ ƗǒǁdžƵ ƗǒǁƵǴ5 Ǉdž ƧȠƽƙ ƗưǴ5Ǘƒ ƖƧǴnjdž ǇƊ ǑǉƶǑ ǁǁ!ƦǍ

Ǒùƙ!ƒǍ yƕǴùƙ!ƒ ƧǒƷƙdž!ƒ ǏǁƵ ýǀƙȠdž!ƒ ƧǒƷƙdž!ƒ ƧǒƛƌƙƗƕȠǉ ƘƷǁƕ Ǵdžƌ ǗǇþƧǕƒ Ǒ5 ƗǁdžǴƶ!ƒ ǇǑdžǻƙ!ƒ

Ǒù5 ƗưǴ5Ǘƒ ƖƧǴnjdž Ƨ5ƒǍƙ! ƧƛƊ þǍηǍ ǏǁƵ ýþkǍ ƗƕηǍdž ƗƕȠǉ ǑǸjǍ (0.830) (β) Ɨdžǒp ýƛdžƙ

Ǒù5 Ɨùǁǆǅz!ƒ ǇǑǆǅùk!ƒ ƘƓƗƧƬ Ǒ5 ǐƧƒƥǕƒ ƧƒƧ!ƒ ƦƓƤkƒ ƗǒǁǆǅƵ ƗǒǁƵƓ5 Ǐǁ Ƶ ǑƵƒƥǕƒ Ƨǒƚ5k!ƒ

Ƨù ƥǍùηǍ Ǐ!ǫ ƧǒƬǒ ƒƦǋǍ (0.00) ƗǒƑƓƮơǫ Ɨ!ǕƥǍ (479.91) (F) Ɨǆǒp ƘƷǍ Ü ǇƥƧǕƒ

.(0.05=α) Ɨ!Ǖƥ!ƒ ǎǍk ǆ ƥǉƵ ǗǒƑƓƮơǫ ýƒƥ

ǁǕq ǋƤ ǏƓƜǐǆ ƥkƈ pƑǆǉ" :ǍƗƳ ƫ ǆƗ ǏƗǁƐǋ yƓƐƥǁƐ ǐƳƥƻǁƐ ǐƮƥƻǁƐ üƓƫƗ ǏǁƑƗǁƑƓǋ

ǏƳƐqøƓǕƐ ƥøǐǀƻƗǁƐ Ǐƺ ƮƑƺǕƐ ƔƥƑƝǅ ƥƺƐǋƗǁ (**0.05 ≥ α**) ǁǕqǁƐ ǌǋƗƨǅ qǆƳ ǐǝƑƬƟǆ

." ǅqƥǓƐ Ǐƺ ƗǅƑyǁƐ ǅǐǅǅƗǁƐ ǀƑǀƥƮ Ǐƺ ǎƥƐqǕƐ ƥƐƥƫǁƐ ƤƑqǁƗƐ ǐƗǅƳ ǐƗƳƑƺ ǍƗƳ

ƥƐƥƫǁƐ ƤƑqǁƗƐ ǐƗǅƳ ǐƗƳƑƺ ǍƗƳ ǀǘǀƮǅƗǁ ǐƨƑƨƟǁƐ ƔƥƑƝǅ ƥƺƐǋƗ ƥkƈ Ƒǅ : ƨǅƑqǁƐ üƐƊƨǁƐ

ÝǅqƥǓƐ Ǐƺ ƗǅƑyǁƐ ǅǐǅǅƗǁƐ ǀƑǀƥƮ Ǐƺ ǎƥƐqǕƐ

Simple Linear) ƱǒƮǁ!ƒ ǑƱƤ!ƒ ƧƒƥơǉǕƒ ýǒơk ƫǒƱk ǅk ýƒƌƮ!ƒ ƒƦǋ ǇƵ ƗǁƓηǘ!

Ǐùǁ Ƶ ǑƵƒƥǕƒ Ƨǒƚ5k!ƒ Ǒ5 ƘǙƗƬǆǁ! ƗǒƮƓƮơ!ƒ ǀƧƓǌǆ Ƨ5ƒǍk Ƨ ǇƵ ƻƬƗǁ! (Regression

(**5-15**) ýǍƥùη ÜǇƥƧǕƒ Ǒù5 Ɨǁǆǅz!ƒ ǇǑǆǅk!ƒ ƘƓƗƧƬ Ǒ5 ǐƧƒƥǕƒ ƧƒƧ!ƒ ƦƓƤkƒ ƗǒǁǆǅƵ ƗǒǁƵƓ5

: ǁ !Ʀ ǇǑǁǒ

(5-15) üǋqǁ

ǐƨƑƨƟǁƐ ƔƥƑƝǅ ƥƺƐǋƗ ƥkƈ ǅƳ ƺ ǀǁƗǁ (**Simple Linear Regression**) ǙǐƨƓǁƐ ǏǙqǁƐ ƥƐqƟǆǕƐ üǐƗƟƗ Ǐƺ ƗǅƑyǁƐ ǅǐǅǅƗǁƐ ǀƑǀƥƮ Ǐƺ ǎƥƐqǕƐ ƥƐƥƫǁƐ ƤƑqǁƗƐ ǐƗǅƳ ǐƗƳƑƺ ǍƗƳ ǏƳƐqǕƐ ƥǐǀƻƗǁƐ Ǐƺ ǀǘǀƮǅƗǁ

ǅqƥǓƐ

ǁǜǐƗǆ ǐƮƥƻǁƐ	ǐǝƑƬƟǕƐ ǁǕqǁƐ	(F) ǁǅǐ5	ǁǅǐ5 (β)	ǁǅǐ5 (R^2)	R ǁǅǐ5	ƥǐƸƗǅǁƐ
ýǍǁp	0,00	21,689	0,30	0,09	0,302	ƤƑqǁƗƐ ǐƗǅƳ ǐƗƳƑƺ ǎƥƐqǕƐ ƥƐƥƫǁƐ
						ǀǘǀƮǅƗǁ ǐƨƑƨƟǁƐ

(R2) Ɨùǆǒp Ƙùƺǁ Ǎ (0.302) Ƙùƺǁ (R) Ɨùǆǒp ǇǅD (**5-15**) ýǍƥùη!ƒ ǇǆǅƧǋǙǒ

ǑƵƒƥùǁǕƒ Ƨǒƚ5k!ƒ Ǒ5 ƘǙƗƬǆǁ! ƗǒƮƓƮơ!ƒ ǀƧƓǌǆ ǅƒƥƤkƮƒ ǇǑǁ ƗpǙz!ƒ ǀǍp ýǅǆk ǑǋǍ (0.09)

Ƙùƺǁ Ɠùǆƚ ÜǇƥƧǕƒ Ǒ5 Ɨǁǆǅz!ƒ ǇǑǆǅk!ƒ ƘƓƗƧƬ Ǒ5 ǐƧƒƥǕƒ ƧƒƧ!ƒ ƦƓƤkƒ ƗǒǁǆǅƵ ƗǒǁƵƓ5 Ǐǁ Ƶ

[illegible] (0.30) (β) [illegible]

[illegible]

(F) [illegible]

[illegible] (0.00) [illegible] (21.689)

.(0.05=α) [illegible]

[illegible] " :[illegible]

[illegible] (**0.05 ≥ α**) [illegible]

[illegible]

".[illegible]

[illegible] :[illegible]

[illegible] (**0.05 ≥ α**) [illegible]

(Multicollinearity) [illegible]

جدول (5-16) [illegible] (Multicollinearity)

.[illegible]

VIF	Tolerance	[illegible] (significance)	(t)	(β)	(R^2)	R	[illegible] (significance)	(f)	[illegible] (variable)
1.762	0.568	0.001	3.381	0.593	0.409	0.639	0.00	29.302	[illegible]
2.007	0.498	0.630	0.483	0.197					[illegible]
2.921	0.342	0.000	3.844	0.037					[illegible]
2.531	0.395	0.624	0.491	0.294					[illegible]
1.071	0.934	0.000	5.801	0.312					[illegible]

(0.409) (R^2) [illegible] (0.639) [illegible] (R) [illegible] (5-16) [illegible]

[illegible]

(29.302) (f) [illegible]

ƦǴƤƙƒ ƚǒǁǆǅ ƚǒǁƵǴ5 Ǐǁƶ ǑƵƒþǜǕƒ ƧǒǂƽƙǄ! ƧƛǊ þĂȠĂ Ǐǁƶ ýþǒ ƒƦǸĂ Ü(0.00) ƚǒƑǴƮơǫ ƚ!Ǖþǜ

ƚþǖƱ!ƒ ýǴȠǆ! (t) ƚǆǒþ ƘƷǁǜĂ ÜǇþƧǕƒ Ǒ5 ƚǁǆǴƶ!ƒ Ǉǒǆǆƙ!ƒ ƘǴǂƧƬ Ǒ5 ĭƧƒþǕƒ ƧƒƧǀ!ƒ

ƚǒƑǴƮơǫ ƚ!Ǖþǜ (0.483) (ƚǰĂƧǆ!ƒ) ýǴȠǆ! (t) ƚǆǒþĂ Ü(0.001) ƚǒƑǴƮơǫ ƚ!Ǖþǜ (3.381)

(t) ƚǆǒþĂ Ü(0.000) ƚǒƑǴƮơǫ ƚ!Ǖþǜ (3.844) (ƚ!ǴƮǕƒ) ýǴȠǆ! (t) ƚǆǒþĂ Ü(0.630)

ƚǒƪǴƪơ!ƒ) ýǴȠǆ! (t) ƚǆǒþ ƘƷǁǜ ǴǆǇǒǜ Ü(0.624) ƚǒƑǴƮơǫ ƚ!Ǖþǜ (0.491) (ƚưǴ5Ǖƒ)

ýǆǴƶǆ ǅǒþ ǇǊ (5-16) ýĂþȠ!ƒ Ǉǆ ƧǌƱǒ Ǵǆǂ Ü(0.00) ƚǒƑǴƮơǫ ƚ!Ǖþǜ (5.801) (Ƙǖǂƫǆǁ!

Ǉǆ ƧƛǂǊ ƘǰǴǂ (Tolerance) ƩǰƒƧ!Ăƙ ǅǒþĂ Ü(0.05) Ǉǆ ýþǊ ƘǰǴǂ (VIF) ǑǆƤưƙ!ƒ ǇǒǴǜƙ!ƒ

ýǆǴƶǆ ǅǒþ ƧǒƫǑ Ǵǆǂ Ýýǒǁơƙǁ! ƘǴǰǴǒǜ!ƒ þǴǆƙƵƒĂ ƜƦĂǆǰ!ƒ ƚǒơǖƮ Ǐǁƶ ýþǒ ƒƦǸĂ (0.05)

ƜƒƧþǫ Ǉǆ ýǰǴǆ ǁǴǰǸ Ʃǒ! Ǒ!Ǵƙ!Ǵǜ (0.0.05) Ǉǆ Ƨǜ!ǂǊ ƘƪǑ! ǋǇǰǆǜ (VIF)ǑǆƤưƙ!ƒ ǇǒǴǜƙ!ƒ

Ǉǂǆǒ ƚǒ!ǴǆȠǕƒ ƜƦĂǆǰ!ƒ ǏĂǀ!ƒ ƩǴǒǀǆ ǇǫĂ Üþþƶƙǆ!ƒ ƧƒþơǰǕƒ ƜƦĂǆǰ ǇǆƜ Ƙƒƴǒƺƙǆ!ƒ ǰƦǸ ýǒǆȠ

ƚǁǀƙƪǆ!ƒ ƘƒƧǒƺƙǆ!ƒ ƧǒƛǆƙǇǆ %41 ƧƪƽǒƒƦǸĂ Ü%40.9 ƘƷǁǜ Ǒƙ!ƒ (R2) ýǖƤ Ǉǆ ƩǴǀǒ ǇǊ

.(ýǜǴƙ!ƒ) ƚǜǴȠƙƪǕƒ Ƨǒƺƙǆ Ǒ5

ƧǜǒǂƽƙǄƒ ĭƧǜǒƺƙǆ Ǉǒǜ (Correlation coefficient) ƱǴǜƙƧǕƒ ýǆǴƶǆ ƔǴƪơ ǅƙ Ǵǆǂ

Ǵǜǆǂ ǇþƧǕƒ Ǒǜ5 ƚǜǁǆǴƶ!ƒ Ǉǒǆǆƙ!ƒ ƘǴǂƧƬ Ǒ5 ĭƧƒþǕƒ ƧƒƧǀ!ƒ ƦǴƤƙƒ ƚǒǁǆǅ ƚǒǁƵǴ5Ă ǑƵƒþǜǕƒ

.(5-17) ýĂþȠ Ǉǆ ƠưƙǑ

ǏƳƐǬǴǕƐ þĭǀƧǁƐ ăþĭƷƚǅ ǅĭǴ (**Correlation coefficient**) ǓƑǴƚþǕƐ üǅƑƴǅ (5-17) üǸǬǁǚ

ǅǬþǕƐ Ǐƺ ǜǂǅƑƴǁƐ ǅĭǅǅƚǁƐ ǀƑǀþƪ Ǐƺ ăþƐǬǕƐ þƐþǆǁƐ ƤƑǬǁƐ ǜĭǂǅƳ ǜĭǂƳƑƺǸ

Ǐƺ ǜǂǅƑƴǁƐ ǅĭǅǅƚǁƐ ǀƑǀþƪ Ǐƺ ăþƐǬǕƐ þƐþǆǁƐ ƤƑǬǁƐ ǜĭǂǅƳ ǜĭǂƳƑƺ ǅǬþǕƐ						ǓƑǴƚþǕƐ üǅƑƴǅ ǜǁǕǬǁƐǸ /ǜĭǒƑƬƟǕƐ þĭǀƧǁƐ þĭƷƚǅ ǏƳƐǬǴǕƐ
þĭǀƧǁƐ ǏƳƐǬǴǕƐ üǀǀ	ǜĭƨƑƨƟǁƐ ǀǖǀƪǅǂǁ	ǜƮƑƺǕƐ	ǜǁƑƬǕƐ	ǜǅǸþǅǁƐ	ǜƽǖǕǁƐ	
*0.555	*0.266	*0.396	*0.522	*0.363	*0.480	ǓƑǴƚþǕƐ üǅƑƴǅ
0.000	0.000	0.000	0.000	0.000	0.000	ǜǁǕǬǁƐ ǜĭǒƑƬƟǕƐ

.(0.05≥ α) ƚ!Ǖþ!ƒ ăĂƙƪǆ þǰƶ ƚǒƑǴƮơǫ ƚ!ƒþ ƱǴǜƙƧǕƒ Ƙǖǆǆƶǆ*

:ǑǇǑ Ǵǁ (5-17) ýǍþŋ!ƒ ǈǉ ƧǌǓǒ

- ǇǊ ýǁǴƶǁ ƱǴƙƧǕƒ ǇǑǓ ýǴŋǁ ƒ!Ʊǚƥ Ǎ5ǴƵǑ Ǝ ƵǁǑ Ǝ ƒƙƤǴ ƒ!ƧƒƧ ƒǕþƒƧ ĭ ǁǓù Ƹ (0.480)

ǑǌǍ ƶǚƥ ǍǁƞƎ ǍþƒƎ ƒ!ǺƬƬǴǑ ƶƬǁ ǁƙǍă ƒ!þǕ!ƎƎ (α ≥0.05)Ǖ ǁǁǴ ǑþýƵǑĬ ǍŋùǍþ

.ĭƧƒþǕƒ ƒƧ!ƒ ƒƙƤǴ ƵǁǑƎ ƵǑ5ǴƵǍ ƱǚƥǍ ǈǑ ǁǍŋɣ ƧƙǴƱ

- ǇǊ ýǁǴƶǁ ƱǴƙƧǕƒ ǇǑǓ ýǴŋǁ ƒ!ǁƧǍǇƎ Ǎ5ǴƵǑ Ǝ ƵǁǑ Ǝ ƒƙƤǴ ƒ!ƧƒƧ ƒǕþƒƧ ĭ ǁǓù Ƹ (0.363)

ǑǌǍ ƶǚƥ ǍǁƞƎ ǍþƒƎ ƒ!ǺƬƬǴǑ ƶƬǁ ǁƙǍă ƒ!þǕ!ƎƎ (α ≥0.05)Ǖ ǁǁǴ ǑþýƵǑĬ ǍŋùǍþ

.ĭƧƒþǕƒ ƒƧ!ƒ ƒƙƤǴ ƵǁǑƎ ƵǑ5ǴƵǍ ǇǍƧǁ!Ǝ ǈǑ ǁǍŋɣ ƧƙǴƱ

- ǇǊ ýǁǴƶǁ ƱǴƙƧǕƒ ǇǑǓ ýǴŋǁ ƒǕƬǴ!Ǝ Ǎ5ǴƵǑ Ǝ ƵǁǑ Ǝ ƒƙƤǴ ƒ!ƧƒƧ ƒǕþƒƧ ĭ Ǉ Ƹ (0.522)

ǑǌǍ ƶǚƥ ǍǁƞƎ ǍþƒƎ ƒ!ǺƬƬǴǑ ƶƬǁ ǁƙǍă ƒ!þǕ!ƎƎ (α ≥0.05)Ǖ ǁǁǴ ǑþýƵǑĬ ǍŋǍþ

.ĭƧƒþǕƒ ƒƧ!ƒ ƒƙƤǴ ƵǁǑƎ ƵǑ5ǴƵǍ ƒǕƬǴ!Ǝ ǈǑ ǁǍŋɣ ƧƙǴƱ

- ǇǊ ýǁǴƶǁ ƱǴƙƧǕƒ ǇǑǓ ýǴŋǁ ƒǕ5ǴưƎ Ǎ5ǴƵǑ Ǝ ƵǁǑ Ǝ ƒƙƤǴ ƒ!ƧƒƧ ƒǕþƒƧ ĭ Ǉ Ƹ (0.396)

ǑǌǍ ƶǚƥ ǍǁƞƎ ǍþƒƎ ƒ!ǺƬƬǴǑ ƶƬǁ ǁƙǍă ƒ!þǕ!ƎƎ (α ≥0.05)Ǖ ǁǁǴ ǑþýƵǑĬ ǍŋùǍþ

.ĭƧƒþǕƒ ƒƧ!ƒ ƒƙƤǴ ƵǁǑƎ ƵǑ5ǴƵǍ ƒǕ5ǴưƎ ǈǑ ǁǍŋɣ ƧƙǴƱ

- ǇǊ ýǁǴƶǁ ƱǴƙƧǕƒ ǇǑǓ ýǴŋǁ ƒ!ơƪǴƪǑƎ !ǇTǂǕƘ Ǎ5ǴƵǑ Ǝ ƵǁǑ Ǝ ƒƙƤǴ ƒ!ùƧƒƧ ƒǕþƒƧ ĭ

Ǉ Ƹ (0.266) ǍǌǑ ƶǚƥ ǍǁƞƎ ǍþƒƎ ƒ!ǺƬƬǴǑ ƶƬǁ ǁƙǍă ƒ!þǕ!ùƎ (α ≥0.05)Ǖ ǁǁùǴ

ǑþýƵǑĬ ǍŋǍþ ƧƙǴƱ ǁǍŋɣ ǈǑ ƒ!ơƪǴƪǑƎ !ǇTǂǕƘ Ǎ5ǴƵǑ Ǝ ƵǁǑùƎ ƒƙùƤǴ ƒ!ùƧƒƧ

.ĭƧƒþǕƒ

- ǇǊ ýǁǴƶǁ ƱǴƙƧǕƒ ǇǑǓ ƒ!ƙƚǑƧ ƒǕþƒƵǑ ǂǂý Ǎ5ǴƵǑ Ǝ ƵǁǑ Ǝ ƒƙƤǴ ƒ!ùƧƒƧ ƒǕþƒƧ ĭ Ǉ ùƸ

(0.555) ǍǌǑ ƶǚƥ ǍǁƞƎ ǍþƒƎ ƒ!ǺƬƬǴǑ ƶƬǁ ǁƙǍă ƒ!þǕ!ƎƎ (α ≥0.05)Ǖ ǁǁǴ ǑùþýƵ

.ĭƧƒþǕƒ ƒƧ!ƒ ƒƙƤǴ ƵǁǑƎ ƵǑ5ǴƵǍ ǂǂý ƒƙǑƵǑƒ ƒ!ƙƚǑƧ ǈǑ ǁǍŋɣ ƧƙǴƱ ǍŋǍþ ƎǁĬ

[illegible] (**0.05** ≥ **α**) [illegible]

[illegible]

[illegible] (ANOVA) [illegible] (MANOVA)

[illegible]

[illegible] (MANOVA) [illegible] (5-18) [illegible]

[illegible] (MANOVA) [illegible] (5-18) [illegible]

[illegible]

[illegible]	F	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
0,111	2,566	1,172	1	1,172	[illegible]	[illegible]
0.51	3,850	1,121	1	1,121	[illegible]	
0,169	1,903	0,764	1	0,764	[illegible]	
0,116	2,493	1,454	1	1,454	[illegible]	
0,507	0,442	0,149	1	0,149	[illegible]	
0,390	1,009	0,461	3	1,383	[illegible]	[illegible]
0,890	0,209	0,061	3	0,183	[illegible]	
0,725	0,439	0,176	3	0,529	[illegible]	
0,999	0,007	0,004	3	0,012	[illegible]	
0,657	0,538	0,182	3	0,545	[illegible]	
0,671	0,589	0,269	4	1,077	[illegible]	[illegible]
0,428	0,965	0,281	4	1,123	[illegible]	
0,275	1,291	0,518	4	2,074	[illegible]	
0,745	0,488	0,284	4	1,137	[illegible]	
0,981	0,104	0,035	4	0,141	[illegible]	
0,521	0,754	0,344	3	1,033	[illegible]	[illegible]
0,908	0,182	0,053	3	0,159	[illegible]	
0,729	0,434	0,174	3	0,523	[illegible]	
0,626	0,585	0,341	3	1,023	[illegible]	
0,478	0,832	0,281	3	0,843	[illegible]	
0,485	0,867	0,396	4	1,583	[illegible]	[illegible]
*0,009	3,479	1,013	4	4,050	[illegible]	
0,073	2,175	0,873	4	3,493	[illegible]	
0,175	1,605	0,936	4	3,742	[illegible]	
0,439	0,945	0,319	4	1,277	[illegible]	
0,143	1,962	0,896	2	1,793	[illegible]	[illegible]
0,595	0,521	0,152	2	0,303	[illegible]	
*0,004	5,654	2,270	2	4,541	[illegible]	
0,175	1,759	1,026	2	2,052	[illegible]	
0,486	0,724	0,245	2	0,489	[illegible]	

[illegible]	F	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
0,451	0,571	0,261	1	0,261	[illegible]	[illegible]
0,105	2,644	0,770	1	0,770	[illegible]	
0,527	0,402	0,161	1	0,161	[illegible]	
0,367	0,818	0,477	1	0,477	[illegible]	
0,652	0,204	0,069	1	0,069	[illegible]	
		0,457	199	90,896	[illegible]	[illegible]
		0,291	199	57,926	[illegible]	
		0,402	199	79,906	[illegible]	
		0,583	199	116,022	[illegible]	
		0,338	199	67,226	[illegible]	
			217	99,496	[illegible]	[illegible]
			217	66,243	[illegible]	
			217	95,720	[illegible]	
			217	128,014	[illegible]	
			217	70,978	[illegible]	

[illegible] (5-18) [illegible]:

- [illegible] (5,654) (f) [illegible] (0.004) [illegible]
[illegible] (scheffe) (5-20) [illegible].

- [illegible] (3.479) (f) [illegible] (0.009) [illegible]
[illegible] (scheffe) (5-21) [illegible]

- [illegible]
[illegible] (f) [illegible] (0.05).

ÜŁù ư ǴŰƒ ÜŁ!ǴȚŰƒ ÜŁpǚƱ!ƒ) ŁȠƒƧþ!ƒ ƘŬǴŋǆ Ŏ5 ŁőƑǴȚơ ͅŁ!Ŭþ ƘƒɌ ȿĂƧ5 þĂŋĂ ǅþƵ -

Łù!Ŭþ!ƒ ăĂƙȠǆ Ĭ!ͅ (f) Łǆőp ýȚƙ ǅ! Łőơ ÜΣǈŋ!ƒ Ƨőʓƙǆ! ǲƶƕ Ü(ƘǔŧTǆ! ŁőȠǴȠơ!ƒĂ

.(0.05) ŁőƑǴȚơŰƒ

ÜŁù ư ǴŰƒ ÜŁ!ǴȚŰƒ ÜŁpǚƱ!ƒ) ŁȠƒƧþ!ƒ ƘŬǴŋǆ Ŏ5 ŁőƑǴȚơ ͅŁ!Ŭþ ƘƒɌ ȿĂƧ5 þĂŋĂ ǅþƵ -

Ĭù!ͅ (f) Łùǆőp ýùȚƙ ǅù! Łőơ ÜŎ5őŬĂ!ƒ Ĭǆ Ƞǆ!ƒ Ƨőʓƙǆ! ǲƶƕ Ü(ƘǔŧTǆ! ŁőȠǴȠơ!ƒĂ

.(0.05) ŁőƑǴȚơŰƒ Ł!Ŭþ!ƒ ăĂƙȠǆ

Ĭŧǁ ǅĭŧǅƑyǁ ơơY þĭƩŁǅ ĂŧY 5ǈþƧǁ Ŭ5ƐǈǅY ƹȠǁŧǁ (**scheffe**) ǇĭƧĭȠ þƑǴŁơǁ ƛəƑŁǆ (5-19) üǈơǁ

ƕǁƑTŬɛ üƑǁǅ Ĭʓ

ƹưǈǅ 301 þƙǁǅʓ	300-101 ƹưǈǅ	ƹưǈǅ 100 ü5ǅʓ	ŬƨǈŁǅǁ ĬǴƑƨΘǁ	Ĭŧǁ ǅĭŧǅƑyǁ ơơY
*0.75	0.1	-	4.07	ýpǆ5 ƻŬĂǆ 100
0.65	-		3.97	ƻŬĂǆ 300-101
-			3.32	Ƨƛŧǆ5 ƻŬĂǆ 301

(0.05≥ α) ăĂƙȠǆ þǈƵ Ł!ƒþ ȿĂƧ5!ƒ *

ǇŏǁǆǴƶ!ƒ þþƵ Ƨőʓƙǆ! ǲƶƕ Ł!ǴȚŰƒ ýǴŋǆ Ŏ5 ȿĂƧ5 þĂŋĂ (5-19) ýĂþŋ!ƒ Ǉǆ ƧǌŬő

(Ƨƛŧǆù5 ƻŬĂǆ 301) ŁƑ5!ƒĂ (4.07) ŎƕǴȠơ ƱȠĂƙǆƕ (ýpǴ5 ƻŬĂǆ 100) ŁƑ5!ƒ Ǉőƕ Őǁŧ!ƒ

.(ýpǆ5 ƻŬĂǆ 100) ŁƑ5!ƒ Ơ!ǴȚ! ȿĂƧ5!ƒ ƘǈǴŧĂ (3.32) ŎƕǴȠơ ƱȠĂƙǆƕ

ĬƧĭưǈǁ ĂǅƨǅǁƐ þĭƩŁǅ ĂŧY 5ǈþƧǁ Ŭ5ƐǈǅY ƹȠǁŧǁ (**scheffe**) ǇĭƧĭȠ þƑǴŁơǁ ƛəƑŁǆ (5-20) üǈơǁ

ƕǆǈþǅǁ üƑǁǅ Ĭʓ

Ʊþʓ Ƨĭəþ ƕǴyȠ /	!ƨ5 Ƨĭəþ	Ɣþəɛơ þĭơǅ ƕĭƨĭəþ	ƒəƑǆ /ơYƑƨǅ !ƑY þĭơǅ	!ƑY þĭơǅ	ŬƨǈŁǅǁ ĬǴƑƨΘǁ	ĬƧĭưǈǁ ĂǅƨǅǁƐ
-0.36	-0.13	-0.26	*-0.45	-	3.25	ǅǴƵ Ƨőþǆ
0.09	0.32	0.18	-		3.70	Ƨőþǆ ƔƑǴǈ /þƵǴȠǆ ǅǴƵ
-0.10	0.13	-			3.51	ŁőȠőƑƧ ǀƧƑƒþ Ƨőþǆ
-0.23	-				3.38	ǅȠp ΣőƑƧ
-					3.61	ŁƕƶT / YƧ5 ΣőƑƧ

(0.05≥ α) ăĂƙȠǆ þǈƵ Ł!ƒþ ȿĂƧ5!ƒ *

[illegible] (5-20) [illegible]

[illegible] (3.25) [illegible]

[illegible] (3.70) [illegible].

[illegible] (5-21) [illegible] (**ANOVA**) [illegible]

[illegible]	F	[illegible]	[illegible]	[illegible]	[illegible]
0,067	3,389	0,682	1	0,682	[illegible]
0,853	0,261	0,053	3	0,158	[illegible]
0,629	0,648	0,130	4	0,522	[illegible]
0,751	0,403	0,081	3	0,243	[illegible]
0,054	2,363	0,475	4	1,902	[illegible]
0,065	2,765	0,556	2	1,112	[illegible]
0,175	1,850	0,372	1	0,372	[illegible]
		0.18	198	37.036	[illegible]
			21	46.089	[illegible]

[illegible] (5-21) [illegible]:

- [illegible] (α =0.05) [illegible]

[illegible]

[illegible]

(f) [illegible] (α =0.05).

[illegible]

[illegible] ($\alpha \leq 0.05$) [illegible]

[illegible]

[illegible]

[illegible]

[illegible] (ANOVA) [illegible]

(5-22) [illegible]

[illegible]

[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
0.50	3.89	159	[illegible]	[illegible]
0.67	3.59	59	[illegible]	
0.54	3.52	25	[illegible] 30	[illegible]
0.49	3.85	92	[illegible] 40 [illegible] 31	
0.56	3.87	67	[illegible] 50 [illegible] 41	
0.71	3.78	34	[illegible] 51	
0.87	3.54	13	[illegible]	[illegible]

ƹ ƐƥƟǚǕƐ ăƥƑĭƴǁǁƐ	Ư ƨ ǋƗǁǁƐ ĬƓƑƨƟǁƐ	ƍƍƴǁƐ	ƕƏƧǁƐ	ƥĭƺƗǁǁƐ
0.52	3.87	44	(ƴǁǁƞǁ ƗǁǁƗ) ǁǁǍǁƥ	
0.52	3.78	109	ƩǍǒƧǍ!ƓƗƕ	
0.57	3.90	17	ƥƶƕ) Ǒ!ƓƵ ǁǁǍǁƥ (ƩǍǒƧǍ!ƓƗƕ!ƒ	
0.58	3.85	35	ƓǁǁƵ ƘƓƪƒƧƥ	
0.50	3.66	25	ýƥǁ5 ƘƒǍǁƪ 5	ƳƥƓƍǁǁƐ ƖƐǋǁƨ ƍƍƳ
0.61	3.80	63	ƘƒǍǁƪ 10-6	
0.56	3.81	61	ƗǁƪƖ 15-11	
0.53	3.87	69	ƧƛƗǁ5 Ɨǁƪ -16	
0.89	3.53	26	ǁƓƵ Ƨǒƥǁ	ĬƧĭǖǋǁǁƐ ǍǁǁƨǁǁƐ
0.40	3.89	19	Ƨǒƥǁ ƔƑƓǁ /ƥƵƓƪǁ ǁƓƵ	
0.52	3.80	55	ƗǒƪǒƑƧ ƖƧƑƒƥ Ƨǒƥǁ	
0.50	3.85	75	ǁƪƥ ƩǒƑƧ	
0.49	3.86	43	ƗƕƵT / ƳƧ5 ƩǒƑƧ	
0.50	3.88	168	ýƥǁ5 ƻƱǍǁ 100	ĬƗǁǁƐ ǁǁƗǁǁƑƴǁǁƐ ƍƍƳ
0.47	3.83	34	ƻƱǍǁ 300-101	
0.76	3.03	16	ƧƛƗǁ5 ƻƱǍǁ 300	
0.59	3.78	90	ǇǍƥ Ɠǁ5 Ɨǁƪ 20	ƕǀƥƪǁǁƐ ƥǁƳ
0.54	3.82	128	ƧƛƗǁ5 Ɨǁƪ 21	

ƤƑƍǁƐ ƕĭƗƳƑƺ ǋǋǋƗƨǁ Ĭƺ ƼǋƥƧǁǁƐ ǁƳ ƹ ƪ ǀǁǁ **(ANOVA)** ǁĭƑƓǁǁƐ üĭƗƟƗ ƥƑƓǁǁƐ ƛƏƑƗǁ **(5-23)** !ƽƥ üǋƍǁǁ .ƕĭƧĭǖǋǁǁƐǋ ƕĭƺƥƸǁĭƍǁǁƐ ƖƐƥĭƸƗǁǁƐ Ǎǁǁ ǋƦƳƗ ǁƍƥǕƐ Ĭƺ ƕƗǁƑƴǁǁƐ ǁĭǁǁƗǁǁƐ ƖƑǀƥƪ Ĭƺ ăƥƐƍǕƐ ƥƐƥƽǁǁƐ

ƕǁǁǕƍǁǁƐ ƕĭƏƑƬƟǕƐ	F	Ư ƨ ǋƗǁ ƖƑƴƓƥǁǁƐ	ƖƑƜƥƍ ƕĭƥƟǁǁƐ	ƱǋǁƜǁ ƖƑƴƓƥǁǁƐ	ǁĭƑƓǁǁƐ ƥƍƬǁ
*0,044	4,112	1,268	1	1,268	Ʃǁƞ!ƒ
0,166	1,710	0,527	3	1,582	Ƨǁƶ!ƒ
0,663	0,600	0,185	4	0,740	Ǒǁǁƶ!ƒ ýǋƌǁ!ƒ
0,629	0,579	0,179	3	0,536	ƖƧƕƤ!ƒ ƘƒǍǁƪ ƥƥƵ
0,324	1,173	0,362	4	1,447	ǑƽǒƱǍ!ƒ Ĭǁƪǁ!ƒ
*0,000	14,273	4,401	2	8,803	ǑǁƗ!ƒ ǇǒǁǁƓƶ!ƒ ƥƥƵ
0,699	0,150	0,046	1	0,046	ƗƗƧƬ!ƒ ƧǁƵ
		0,30	199	61,367	ƌƱƤ!ƒ
			217	80,748	ƠƠƬǁ!ƒ ƳǍǁƞǁ!ƒ

(0.05≥ α) ăǍƙƪǁ ƥǁƵ Ɨ!ƒƥ ƾǍƧƽ!ƒ *

:Ŏǁŏ Ǵǆ (**5-23**) ýĂþŋ!ƒ Ǉǆ ƧŋǰƱŏ

ŖǴƤķƒ ŦőǁƵǴ5 ăĂķʅǆ ĬǁƵ (0.05= α) Ŧ!Ǖþ!ƒ ăĂķʅǆ þǉƵ ŦŏƑǴƮơǫ Ŧ!Ǖþ ƘƒŖ ѢĂƧ5 þĂŋĂ -

ƘùǉǴŧĂ ÜΣǉŋ!ƒ ƧŏƷķǆ Ĭ!ǫ ăƨƶķ ǇþƧǕƒ Ŏ5 ŦǁǆǴƶ!ƒ Ǉŏǆǆķǃƒ ƘǴŧƧƬ Ŏ5 ĭƧƒþǕƒ ƧƒƧ!ƒ

ŧǴùǉű! ŎǆǴùʅơ!ƒ ƱʅĂķǆ!ƒ Ƹǁǆ Ǵǆǉŏǆ (3.89) Ƹǁǆ ŎǆǴʅơ ƱʅĂķǆǆ ƧĂŧŖ!ƒ Ơ!ǴƮ! ѢĂƧ5!ƒ

.(0.04) ŦŏƑǴƮơǕƒ Ŧ!Ǖþ!ƒ ăĂķʅǆ þǉƵ (4.112) (f) Ŧǆŏþ ƘƷǁǆ ŧŏơ Ü(3.59)

ŖǴƤķƒ ŦőǁƵǴ5 ăĂķʅǆ ĬǁƵ (0.05= α) Ŧ!Ǖþ!ƒ ăĂķʅǆ þǉƵ ŦŏƑǴƮơǫ Ŧ!Ǖþ ƘƒŖ ѢĂƧ5 þĂŋĂ -

Ǉŏ5ƱĂùǆ!ƒ þþùƵ ƧŏƷķǆ Ĭ!ǫ ăƨƶķ ǇþƧǕƒ Ŏ5 ŦǁǆǴƶ!ƒ ǇŏǆǆķǃƒỘ ƘǴŧƧƬ Ŏ5 ĭƧƒþǕƒ ƧƒƧ!ƒ

þùǉƵ (14.273) (f) Ŧùǆŏþ ƘƷǁǆ ŧŏơ (Ŏǁŧ!ƒ ǇŏǁǆǴƶ!ƒ þþƵ) ÜŧŧƧƬ Ŏ5 ǇŏǁǆǴƶ!ƒ Ŏǁŧ!ƒ

Ǌŏ5ŏùƬ ƧǴǆķƤƒ ѢŏǆƱķ Ǆķ ѢĂƧ5!ƒ ýþƒĂǆ ǇƵ ƧƬŧǁ!Ă .(0.00) ŦŏƑǴƮơǕƒ Ŧ!Ǖþ!ƒ ăĂķʅǆ

.ǁ!Ŗ ƠưĂŏ (**5**-24) ýĂþŋ Ü(scheffe)

ŦőǁƵǴ5 ăĂķʅǆ ĬǁƵ (0.05= α) Ŧ!Ǖþ!ƒ ăĂķʅǆ þǉƵ ŦŏƑǴƮơǫ Ŧ!Ǖþ ƘƒŖ ѢĂƧ5 þĂŋĂ Ǆþƶ -

ƘƒƧùŏƷķǆ!ƒ Ĭù!ǫ ăƨùƶķ ǇþƧǕƒ Ŏù5 ŦǁǆǴƶ!ƒ ǇŏǆǆķǃƒỘ ƘǴŧƧƬ Ŏ5 ĭƧƒþǕƒ ƧƒƧ!ƒ ŖǴƤķƒ

ƧùǆƵĂ ÜŎ5ŏƱĂ!ƒ Ĭǆʅǆ!ƒ ÜǉƧǆƤ!ƒ ƘƒĂǉʅ ÜŎǆǁǁƶ!ƒ ýǊǰǆ!ƒ ÜƧǆƶ!ƒ) Ŧŏ5ŏƱĂ!ƒĂ Ŧŏ5ƒƧƷǆŏþ!ƒ

.(0.05= α)ŦŏƑǴƮơǕƒ Ŧ!Ǖþ!ƒ ăĂķʅǆ Ĭ!ǫ (f) Ǆŏþ ýƮķ Ǆ! ŧŏơ (ŦŧƧƬ!ƒ

Ǆǆŧǆƒǁǁ ǫǫY þǆƸŦǆ ĂŧY 5Ǌþƻǁǁ ƱƼǈǊǆ ǄY ƹ ʅǁŧǁ (**scheffe**) ǉǆƻǆʅ þƑǴǫǁ ƛǝŦǆ (**5-24**) ýĂþŋ
Ǆǆǫþ Ǖǁ Ĭƺ ǁǆŧǆǆƒǁǁ Ǆǆǆǆǆǁǁ ʅƒǁþʅ Ĭƺ ăþǫǫǕǁ þǫþѢǁǁ Ƥƒǫǁ ǁǆŧYƒƺ Ĭƺ Ĭŧǁǁǁ

ƻƱĂǆ 301 ƧƛŧƼ5	300-101 ƻƱĂǆ	ýþƼ5 ƻƱĂǆ 100	ƱƨǊǆǁǁ ĬǴƑƨѲǁǁ	Ĭŧǁǁǁ Ǆǆŧǆǆƒǁǁ ǫǫY
*0.85	0.05	-	3.88	ýþƼ5 ƻƱĂǆ 100
0.8	-		3.83	ƻƱĂǆ 300 -101
-			3.03	ƧƛŧƼ5 ƻƱĂǆ 301

(0.05≥ α) ăĂķʅǆ þǉƵ Ŧ!ƒþ ѢĂƧ5!ƒ *

ƘǴǂƧùT Ŏ5 ǐƧƒþŰƒ ƧƒƧ!ƒ ŖǴPƙƒ ƗŏǁƵǴ5 Ŏ5 ƽĂƧ5 þĂɳĂ (**5-24**) ýĂþɳ!ƒ ǇǆǅǄ ƧnjŬŏ

ƗùƑ5!ƒ ǇŏùƕƗǂƧùT!ƒ Ŏ5 ǇŏǁǆǅǴƶ!ƒ ŎǁǂƧ!ƒ Ǉŏ5ƱĂǆ!ƒ þþƵ Ƨŏʓƙǆ! ǴƶƕƙǇþƧŰƒ Ŏ5 ƗǁǆǅǴƶ!ƒ Ǉŏǆǅƙ!ƒ

Ű(3.03)ŎƕǴùƪơ!ƒ ƱƪĂƙǆƕ (Ƨƛǂǆ5301) ƗƑ5!ƒĂ (3.88)ŎƕǴƪơ ƱƪĂƙǆƕ (ýpǆ5 ƻƱĂǆ 100)

.(ýpǆ5 ƻƱĂǆ 100) ƗƑ5!ƒ Ơ!ǴƬ! ƽĂƧ5!ƒ ƘǇǴǂ

ƕøǁŰǫ ƪƐP ƼǋþʓǫǁǋƗ Ű " :ĂǂY ƫ ǆƗ ĬƗǁƐ ƑǂǝƦǁ ƕƨǅƑǪǁƐ ƕĭƬþƻǁƐ üǴƽƗ ĬǁƑƗǁƑǴǋ

Ĭøʓ ăþƐǫǕƐ þƐþøƽǁƐ ƤƑǪƗƐ ƕĭǂYƑʓ njǋƗƨǅ Ĭʓ (0.05 ≥ α) ƕǁŰǫǁƐ njǋƗƨǅ ǫǆY ƕĭǝƑƬΘǆ

ÛþǅyǁƐ ÛƧ ǆǁǁƐ) ƕĭƻĭưǋǁƐǋ ƕĭʓƐþƸǅĭǫǁƐ ƪƐþĭƩƗǅǂǁ njƦyƗ ǅǫþŬƐ Ĭʓ ƕǂǅƑyǁƐ ǅĭǅƋƗǁƐ ƪƑǀþƪ

.(ƕǀþøƪǁƐ þøǅYǋ ÛĬǂǀǁƐ ǅĭǂǅƑyǁƐ ǫǫY ÛĬƻĭưǋǁƐ ĂǅƨǅǁƐ ÛɣþǴǪǁƐ ƪƐǋǆƨ ÛĬǅǂyǁƐ üljǅǅǁƐ

ǫǫøYǋ ƧǆǁǁƐ ĂǁǁƐ ǫǋyƗ þƐþƽǁƐ ƤƑǪƗƐ ƕĭǂYƑʓ njǋƗƨǅ Ĭʓ ƼǋþʓǫƑǆlj ǅǂ ƛǝƑƗǆǁƐ ƪǆĭǴ ƘĭΘ

.ĬǂǀǁƐ ǅĭǂǅƑyǁƐ

5-4 ƫ ǪǂǅƛǝƑƗǆǁƐ:

ǊƑǴƙlj!ƒ ǅǋǅ ƒ ŏPƙ Ǉǂǆŏ ǴnjƙǴŏư Ƨ5 ƒ ơ5Ă ƗƪƒƧþ!ƒ ƗǁƑƪǅ ĬǁƵ ƗƕǴɳŰƒ ýűP Ǉǆ

:ŎƙŰƒ Ăơlj!ƒ ĬǁƵ

- ƧùŏǂƼƙ!ƒ Ƨ5ƒĂƙ! (0.05 ≥α) Ɨ!Űþ!ƒ ăĂƙƪǆ þljƵ ƗŏƑǴƬơǫ Ɨ!Űþ ĂƦ yƼƙƧǆ ăĂƙƪǆ ǁǴljǋ
.ǇþƧǕƒ Ŏ5 ƗǁǆǅǴƶ!ƒ Ǉŏǆǅƙ!ƒ ƘǴǂƧT Ŏ5 Ɨ5ǁƙPǆ!ƒ ljþǴƶƕǆƕ ŎƵƒþƕŰƒ
- ƗùŏǁǆƵ ƗŏǁƵǴ5! (0.05 ≥α) Ɨ!Űþ!ƒ ăĂƙƪǆ þljƵ ƗŏƑǴƬơǫ Ɨ!Űþ ĂƦ yƼƙƧǆ ăĂƙƪǆ ǁǴljǋ
.ǇþƧǕƒ Ŏ5 ƗǁǆǅǴƶ!ƒ Ǉŏǆǅƙ!ƒ ƘǴǂƧT Ŏ5 ǐƧƒþŰƒ ƧƒƧ!ƒ ŖǴPƙƒ
- ŖǴùPƙƒ ƗùŏǁǆƵ ƗŏǁƵǴ5 ĬǁƵ ŎƵƒþƕŰƒ ƧŏǂƼƙ!ƒ Ŏ5 ƗpűƱ!ƒ ƪƧǴnjǆ Ƨ5ƒĂƙ! ŎƕǴɳŏƒ ƧƛǅþĂɳĂ
(298.168) (F) Ɨùǆŏp ƘʓǁƕĂ ŰǇþƧǕƒ Ŏ5 ƗǁǆǅǴƶ!ƒ Ǉŏǆǅƙ!ƒ ƘǴǂƧT Ŏ5 ǐƧƒþŰƒ ƧƒƧ!ƒ
.(0.00) ƗŏƑǴƬơǫ Ɨ!ŰþƕĂ

• ǅĂŊĂ ƧƅƋ ǑŀĜŋǒş ƧƼƒĂƙ! ƖƧĜnjdž ŧƚĂƧdž!ƒ Ǒƽ ƧǒǂƽƙƒƒƝ ǑƵƒƥƀŰƒ ǏƵ ŧǒƵƷĜƽ ŧǒƵdžƵ ŧùǒƵdžƵ ǂĜùƤƙƒ

(473.876) (F) ŧdžǒp ƘƺƵƀĂ Ü ǈƥƧǕ̄ƒ Ǒƽ ŧƵdžĜƶ!ƒ ǈǑdžǎƙ!ƒ ƘĜǂƧƬ Ǒƽ ǐƧƒƥŰƒ ƧƒƧƖ!ƒ

.(0.00) ŧǒƑĜƮơş ŧ!ǙƥƀĂ

• ǅĂŊĂ ƧƅƋ ǑŀĜŋǒş ƧƼƒĂƙ! ƖƧĜnjdž Ǒƽ ŧ!ĜƮǕ̄ƒ ƧǒǂƽƙƒƒƝ ǑƵƒƥƀŰƒ ǏƵ ŧǒƵƷĜƽ ŧǒƵdžƵ ŧùǒƵdžƵ ǂĜùƤƙƒ

(88.620) (F) ŧùdžǒp Ƙùƺ ƵƀĂ ÜǈƥƧǕ̄ƒ Ǒƽ ŧƵdžĜƶ!ƒ ǈǑdžǎƙ!ƒ ƘĜǂƧƬ Ǒƽ ǐƧƒƥŰƒ ƧƒƧƖ!ƒ

.(0.00) ŧǒƑĜƮơş ŧ!ǙƥƀĂ

• ǅĂŊĂ ƧƅƋ ǑŀĜŋǒş ƧƼƒĂƙ! ƖƧĜnjdž ŧưĜƽŰƒ Ǒƽ ƧǒǂƽƙƒƒƝ ǑƵƒƥƀŰƒ ǏƵ ŧǒƵƷĜƽ ŧǒƵdžƵ ǂĜùƤƙƒ

(479.91) (F) ŧùdžǒp ƘƺƵƀĂ Ü ǈƥƧǕ̄ƒ Ǒƽ ŧƵdžĜƶ!ƒ ǈǑdžǎƙ!ƒ ƘĜǂƧƬ Ǒƽ ǐƧƒƥŰƒ ƧƒƧƖ!ƒ

.(0.00) ŧǒƑĜƮơş ŧ!ǙƥƀĂ

• ǅĂŊĂ ƧƅƋ ǑŀĜŋǒƅ ƧƼƒĂƙ! ƖƧĜnjdž ŧǒƪĜƪơ!ƒ ƘǚǂƬdžƵ! Ǒƽ ƧǒǂƽƙƒƒƝ ǑƵƒƥƀŰƒ ǏƵ ŧùǒƵƷĜƽ

(F) ŧùdžǒp ƘƺƵƀĂ Ü ǈƥƧǕ̄ƒ Ǒƽ ŧƵdžĜƶ!ƒ ǈǑdžǎƙ!ƒ ƘĜǂƧƬ Ǒƽ ǐƧƒƥŰƒ ƧƒƧƖ!ƒ ǂĜƤƙƒ ŧǒƵdžƵ

.(0.75) ŧǒƑĜƮơş ŧ!ǙƥƀĂ (21.689)

• ǄƥƵ ǅĂŊĂ ƼĂƧƽ ƘƒƦ ŧ!Ǚƥ ŧǒƑĜƮơş Ǒƽ ƥĜƶƀƋ ƧǒǂƽƙƒƒƝ ǑƵƒƥƀǓƒ) ŧùpǖƱ!ƒÜ ŧùưĜƽŰƒÜ

ƘƒĂǉùƪ ƥƥƵ ÜǑdžƵƶ!ƒ ǘǋdžƋdž!ƒ ÜƧdžƶ!ƒ ÜΣǉŋ!ƒ) ƘƒƧǒƺǂdžƵ! ǴƶƀƙÜ(ƘǚǂƬdžƵ! ŧǒƪĜƪơ!ƒĂ

ŧùdžǒp ǘƮƙǅ! ŧǒơ Ü (ŧǂƧƬ!ƒ ƧdžƵĂ ÜǑƵǂ!ƒ ǈǑƵdžĜƶ!ƒ ƥƥƵ ÜǑƽǒƱĂ!ƒ ǏdžƪdžƵ!ƒ ÜƖƧƀƤ!ƒ

.(0.05) ŧǒƑĜƮơŰƒ ŧ!Ǚƥ!ƒ ăĂƙƪdž Ǐ!ş (F)

• ǄƥƵ ǅĂŊĂ ƼĂƧƽ ƘƒƦ ŧ!Ǚƥ ŧǒƑĜƮơş Ǒƽ ƘǙĜŋdž ŧƪƒƧƥ!ƒ ŧùpǖƱ!ƒÜ ŧ!ĜƮǕ̄ƒÜ ŧưĜƽŰƒÜ

ăĂƙùƪdž Ǐù!ş (F) ŧùdžǒp ǘƮƙǅ! ŧǒơ ÜΣǉŋ!ƒ ƧǒƺǂdžƵ! ǴƶƀƙÜ(ƘǚǂƬdžƵ! ŧǒƪĜƪơ!ƒĂ

.(0.05) ŧǒƑĜƮơŰƒ ŧ!Ǚƥ!ƒ

• ǅĂŊĂ ƼĂƧƽ Ǒƽ ǘĜŋdž ŧ!ĜƮǕ̄ƒ ƧǒƺǂdžƵ! ǴƶƀƙÜ ƥƥƵ ǈǑƵdžĜƶ!ƒ ǑƵǂ!ƒ ƘǉĜǂĂ ƼĂƧƽ!ƒ ơ!Ĝùƪ!

(3.07) ǑƀĜƪơ ƱƪĂƙdžƀ Ü(ǘpƵƽ 2ƱĂdž 100) ŧƒƽ!ƒ

- ýù‡‡ lƒþŰƒ ĬŀƵ (0.05= α) Ƚ!Ǜþ!ƒ ăĂƙʅďž þǉƵ ȽŏƑĠƬơ ǫ Ƚ!Ǜþ ƘƒƦ ƨĂƧ5 þĂŋĂ ĎĳþƵ KƒĂǉùʅ þþùƵ ÜŎùďžƶ!ƒ ýùǋƋďž!ƒ ÜƧďžƶ!ƒ ÜΣǉŋ!ƒ) ƘƒƧŏʓƙďž! ǴƶħƘ (ŎƵƒþħŰƒ Ƨŏ‡ƽƙ!ƒ) (F) Ďĭŏùƿ ýƬƙ Ďž! ȽŏƠ (Ƚ‡ƧT!ƒ ƧďžƵĂ ÜŎ‡!ƒ ǇŏďžĠƶ!ƒ þþƵ ÜŎƽŏƲĂ!ƒ Ĭďžʅďž!ƒ ÜlƧħƤ!ƒ .(0.05= α)ȽŏƑĠƬơŰƒ Ƚ!Ǜþ!ƒ ăĂƙʅďž Ĭ!ǫ

- ȽùŏƵĠ5 ăĂƙʅďž ĬŀƵ (0.05= α) Ƚ!Ǜþ!ƒ ăĂƙʅďž þǉƵ ȽŏƑĠƬơ ǫ Ƚ!Ǜþ ƘƒƦ ƨĂƧ5 þĂŋĂ Ƨùŏʓƙďž Ĭù!ǫ ăƨƶƙ ǇþƧŰƒ Ŏ5 ȽďžĠƶ!ƒ ǇŏďžĂƙ!ƒ ƘĠ‡ƧT Ŏ5 ĭƧƒþŰƒ ƧƒƧ!!ƒ ƦĠƤƙƒ ȽŏďžƵ Ƚùďžŏƿ Ƙʓħ ȽŏƠ Ü(3.89) ƸħŎħĠʅơ ƱʅĂƙďžħ ƧĂ‡Ʀ!ƒ Ơ!ĠƬ! ƨĂƧƽ!ƒ ƘǉĠ‡Ă ÜΣǉŋ!ƒ .(0.04) ȽŏƑĠƬơŰƒ Ƚ!Ǜþ!ƒ ăĂƙʅďž þǉƵ (4.112) (F)

- ăĂƙùʅďž ĬùŀƵ (0.05= α) Ƚ!Ǜþ!ƒ ăĂƙʅďž þǉƵ ȽŏƑĠƬơ ǫ Ƚ!Ǜþ ƘƒƦ ƨĂƧ5 þĂŋĂ ĎĳþƵ Ĭù!ǫ ăƨƶƙ ǇþƧŰƒ Ŏ5 ȽďžĠƶ!ƒ ǇŏďžĂƙ!ƒ ƘĠ‡ƧT Ŏ5 ĭƧƒþŰƒ ƧƒƧ!!ƒ ƦĠƤƙƒ ȽŏďžƵ ȽŏƵĠ5 Ĭďžùʅďž!ƒ ÜlƧùħƤ!ƒ KƒĂǉùʅ ÜŎďžƶ!ƒ ýǋƋďž!ƒ ÜƧďžƶ!ƒ) ȽŏƽŏƲĂ!ƒĂ Ƚŏ5ƒƧʓďžŏþ!ƒ ƘƒƧŏʓƙďž!ƒ ȽŏƑĠùƬơŰƒ Ƚù!Ǜþ!ƒ ăĂƙùʅďž Ĭ!ǫ (F) Ďĭŏƿ ýƬƙ Ďž! ȽŏƠ (Ƚ‡ƧT!ƒ ƧďžƵĂ ÜŎƽŏƲĂ!ƒ .(0.05= α)

- Ŏù5 ȽùďžĠƶ!ƒ ǇŏďžĂùƙ!ƒ ƘĠ‡ƧT Ŏ5 ĭƧƒþŰƒ ƧƒƧ!!ƒ ƦĠƤƙƒ ȽŏďžƵ ȽŏƵĠ5 Ŏ5 ƨĂƧ5 þĂŋĂ ƨĂƧùƽ!ƒ ƘǉĠ‡ (Ŏ‡!ƒ ǇŏďžĠƶ!ƒ þþƵ) ǇŏďžĠƶ!ƒ Ŏ‡!ƒ ǇŏƽƲĂďž!ƒ þþƵ Ƨŏʓƙďž! ǴƶħƘ ǇþƧŰƒ .(3.88)ŎħĠʅơ ƱʅĂƙďžħ Ü(ýƿď5 ƻƲĂďž 100) Ƚƒƽ!ƒ Ơ!ĠƬ!

5-5 [illegible] :

[illegible].

5.5.1 [illegible]

[illegible].

[illegible] (2011) [illegible] (1990) [illegible].

[illegible]

[illegible] (2008) [illegible]

[illegible] (Naval. et) [illegible]

[illegible] al. 1993

[illegible]

[illegible] (F) [illegible]

.(0.00) [illegible] (34.542)

[illegible]

[illegible] (2008) [illegible] (Naval. et al. 1993) [illegible].

[illegible] (0.00) [illegible] (88.620) (F) [illegible].

[illegible] (0.00) [illegible] (479.91) (F).

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

≥ α) [illegible]

[illegible] (0.05

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

ăĂƙƪdž LJD Ĭ!ę ƘǁƮĂƙ Ŏƙ!ƒĂ (2012) Ŏ!ƒƨƺ!ƒ ŀƪƒƧþ ydž ŀŋŏƙǉ!ƒ Ƙlƽƙƒ þpĂ ÜƾĂƪ!ƒ Ŏ5

.ǴưŏD yƽƙƧdž LJŏdžǆƙ!ƒ ƘǴŧƧT Ŏ5 ƧƒƧl!ƒ ƦǴƤƙƒ ŀŏǁƵǴ5 ŀŏǁdžƵ Ƨ5ƒĂƙ

ŎƵƒþǊŰƒ Ƨŏŧƽƙ!ƒ ƘŰǴŋdž Ŏ5 ŀŏƑǴƮơę ŀ!Ŭþ ƘƒƦ ƾĂƧ5 þĂŋĂ DžþƵ ǋƑǴƙǉ!ƒ ƘƧǌƱDĂ

ýǋƋdž!ƒ ÜƧdžƶ!ƒ) ƘƒƧŏƺƙdžǁ! ǴƶǊƙ Ü(Ƙűŧ Tdžǁ! ŀŏƪǴƪơ!ƒ Üŀư Ǵ5Űƒ Üŀ!ǴƮŰƒ ÜŀǉĂƧdž!ƒ ÜŀpűƱ!ƒ)

ŀ!Ŭþ!ƒ ăĂƙƪdž Ĭ!ę (F) ŀdžŏp ýƮƙ Dž! ŀŏơ Ü(ŀŧƧT!ƒ ƧdžƵĂ ÜlƧǊƤ!ƒ ƘƒĂǉƪ þþƵ ÜŎdžǁƶ!ƒ

.(0.05) ŀŏƑǴƮơŰƒ

Ƨŏŧƽƙ!ƒ ƧƘD ýĂơ ŀƪƒƧþ!ƒ ŀǉŏƶ! ƧƱǉ!ƒ ƘǴǌŋĂ LJŏǊ ƾ5ƒĂƙ!ƒ Ĭ!ę ǁ!Ʀ Ŏ5 ƔǊƪ!ƒ þĂƶŏ þp

ŎƵƒþǊŰƒ Ƨŏŧƽƙ!ƒ ƘŰǴŋdž ƻűƙƤƒ ĬǁƵ ĭƧƒþŰƒ ƧƒƧl!ƒ ƦǴƤƙƒ ŀŏǁdžƵ ŀŏǁƵǴ5 ĬǁƵ ŎƵƒþǊŰƒ

ÜΣǉŋ!ƒ) DžǌƙƒƧŏƺƙdž ƻűƙƤƒ ĬǁƵĂ (Ƙűŧ Tdžǁ! ŀŏƪǴƪơ!ƒĂ Üŀư Ǵ5Űƒ Üŀ!ǴƮŰƒ ÜŀpűƱ!ƒ)

LJŧ!Ă (ŀŧƧT!ƒ ƧdžƵĂ ÜŎǁŧ!ƒ LJŏǁdžǴƶ!ƒ þþƵ ÜlƧǊƤ!ƒ ƘƒĂǉƪ þþƵ ÜŎdžǁƶ!ƒ ýǋƋdž!ƒ ÜƧdžƶ!ƒ

Ƨŏþdž ƔƑǴǉ /þƵǴƪdž)ƠǴ!Ʈ! (ŎƽŏƱĂ!ƒ Ĭdžƪdž!ƒ) Ƨŏƺƙdžǁ! ǴƶǊƙ (ŀǉĂƧdž!ƒ)ýǴŋdž Ŏ5 ýƮơŏ ƘĂǴƽƙ!ƒ

ǋǉdž ƔǁƱƙŏ ǋƶpĂdž ŀƶŏǊƱ LJD ŀƮǴƤĂ ŀǉĂƧdž!ǴǊ ǋƙǴŏơűƮ yƙdžƙƙ LJD Ɣŋŏ DžǴƵ Ƨŏþdž ƔƑǴǉ5 (DžǴƵ

ǴǴlƙƪƒĂ ÜýƑƒþǊ!ƒ LJŏǊ ýư5ŰD ýŏþǊ!ƒ ƧǴŏƙƤƒĂ ÜƔƪǴǉdž!ƒ ƘpĂ!ƒ Ŏ5 ƔƪǴǉdž!ƒ ƧƒƧl!ƒ ƦǴƤƙƒ

ýĂƮĂǁ! ŀǉĂƧdžǁ! ɯǴƙơƙ ƧĂdžŰƒ ǉƦǋ ýŧĂ ƔƪǴǉdž!ƒ ƧƒƧl!ƒ ƦǴƤƙŰ ƧþǴƮdž lþƵ LJdž ƘǴdžĂǁƶdž!ƒ

Ŏ5 ŀǉĂƧdž!ƒ þĂŋĂ DžþƵĂ Ƨŏþdž þƵǴƪdž þŏlƙ5 ƔƪǴǉdž!ƒ ƧƒƧl!ƒ ƦǴƤƙ ýűƤ LJdž ŀŧƧT!ƒ ƻþǋ Ĭ!ę

.ǋƙǴǊŋĂĂ ǋdžǴǌdžǊ DžǴŏl!ƒ Ŏ5 ýǁƤ Ĭ!ę ĭþƋŏ ǋƙƒƧƒƧp

ŀ!Ŭþ!ƒ ăĂƙƪdž þǉƵ ŀŏƑǴƮơę ŀ!Ŭþ ƘƒƦ ƾĂƧ5 þĂŋĂ DžþƵ ǋƑǴƙǉ!ƒ ƘƧǌƱDĂ

ýǋƋdž!ƒ ÜÜƧdžƶ!ƒ ÜΣǉŋ!ƒ) ƘƒƧŏƺƙdžǁ! ǴƶǊƙ ýŧŧ (ŎƵƒþǊŰƒ Ƨŏŧƽƙ!ƒ) ΣǴŏdž!ƒ ĬǁƵ (α ≤ 0.05)

Dž! ŀŏơ (ŀŧƧT!ƒ ƧdžƵĂ ÜŎƽŏƱĂ!ƒ Ĭdžƪdž!ƒ ÜlƧǊƤ!ƒ ƘƒĂǉƪ þþƵ ÜŎƽŏƱĂ!ƒ Ĭdžƪdž!ƒ ÜŎdžǁƶ!ƒ

.(0.05= α) ŀŏƑǴƮơŰƒ ŀ!Ŭþ!ƒ ăĂƙƪdž Ĭ!ę (F) Džŏp ýƮƙ

5.5.2

المراجع

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.ǇŏƱƪĿ5 Ülƨƹ-ŀŏdžŭƪŰf ŀzdžĜƞ!f

ŎƵfþùƅŰf Ƨŏǂƽk!f ƘfƧĜnjdž ŀŏdžǉk! ŎƅŏƧþk ǊdžĜǉƧƅ ƧƛĐ .2010. þĂdžơdž Ülþ!fĂƤ!f þƞĜdž ÜƱĜŏƤ!f

ŀzdžĜƞ ÜŎǉþƧŪf Ŏǂĳdž!f Ŏ5fƧƺƞ!f ƨǂƧdž!f ŀŏĿǂ ŀƅĿƱ ăþ! Ƙŭǂ Tdž!f ýơ lƧþp Ŏ5

Ü5þþùz!fÜ25þĿƞdž .ŀŏƵĜdžkƞŬfĂ ŀŏǉĜƪǉŰf ĐĂĿz!f ŀĿƪĿƪ ÜƘĜƪfƧþ!fĂ ŀĂơƅĿ! ŀkƋdž

.126-93 f

ĂùĿƞǉŬf ŀùƅkǂdž .ĭƧĜùǂkƅŰf Ƨùŏǂƽk!f ĬùĿƵ lƧþl!f ƘfƧĜƅkƤf ýŏ!þ .1973 .þŏƪ ÜŸf ƧŏP

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.ŀŏþĂzƪ!f Ülþƞ ÜŀŏǉdžŪf ĐĂĿzĿ! ƧŏĜǉ ŀzdžĜƞ

ŀŏƞfƧƤkƪŰf ƘĜǂƧT!f Ŏ5 Ƨfƨl!f ƦĜƤkƺ ŀŏĿƵĜ5 Ŏ5 ŀ5ƧzdžĿf lƧfþƺ ƧƛĐ .2011. þ!ĜP ÜƘĜlŏƧƨ!f

.ǇþƧŪf ÜǇĜdžƵ ÜŀŏǉþƧŪf ŀzdžĜƞ!f ÜlƧĂTǉdž Ƨŏƹ ƧŏkƪƞĜdž ŀ!ĜƪƧ .ŀŏǉþƧŪf

Ü30 þùĿƞdž ÜƧǂƽ!f Đ!ĜƵ ŀĿƞdž .ŀŏƱfƧpĂƧŏƅ!f ýƯ Ŏ5 ĭƧfþŰf YfþƅŰf .2002.lþǉƧ ÜĭƧǋƨ!f

-58 f .3 þþƵ

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ŀƽùư!f Ŏù5 ŀĿdžĜz!f ƧƧĜƮdž!f ƘfƧfþƺ ăþ! ĭƧfþŰf YfþƅŰf ýþfĂ .2006 .ŎĿƅT ÜŎƱŏĂƪ!f

.ǇŏƱƪĿ5 ÜŀơĂkƽdž!f Ʃþ!f ŀzdžĜƞ ÜǉƧĂTǉdž Ƨŏƹ ƧŏkƪƞĜdž ŀ!ĜƪƧ ÜŀŏƅƧƺ!f

Ŏù5 ŀùƅĿƱ!f ăþù! ŎƵfþùƅŰf Ƨŏǂƽk!f ĈĜdžǉǫ Ŏ5 ƔĂƪĜơ!f ĐfþƤkƪf ƧƛĐ .2000.þdžơĐ ÜƔĜnjT

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Ƨƒƥ ÜƗùöƒƧƥŰƒ ƘƒƧƒƧǀ!ƒ ƦǴƤƙƒ Ŏ5 ƘǴďžĂǁžďž!ƒ Ǵöɳ Ă!ĂǉǂƙĂ ĎǁƲǉ ƧĂƥ .2010.ǇǴǉƥƵ ÜƗǂǁƒĂƮ!ƒ
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Ɨùöǁ Ƨƶ!ƒ Ɨǁɳďž ÜǇƥƧŰƒ Ŏ5 ƖƧöȥƬ!ƒ ýǴďžƵŰƒ ƘǴƮǉďž Ŏ5 ƧǴǂƙǁŬƒ Ɨ5Ǵǀƛ .2004. ƥƒƋ5 ÜƍöƮ!ƒ
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.ƧƬďž ÜƗöƧƥǉǂƪŰƒ

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ÜƖƧǋǴǀ!ƒ .ƗöďžűƪŬƒ ƧƮǉ!ƒĂ ɏöɕĂƙ!ƒ Ƨƒƥ .ĭƧǂ5!ƒ ƳƒƥǁŰƒĂ ƧǴǂƙǁŬƒ .2006.ƥďžơďž ÜƥƒĂɳ!ƒ ƥǁƵ
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E-MAIL:ahmedsweidat@yahoo.com
Cell phone, N: +962776743082

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ǁ ĂdžƧö!ƒ	ýǴdžƵǕƒ lƧƒþg	ĭ þƒþ|dž Ǉƨö .þ	3
ǁ ĂdžƧö!ƒ	ýǴdžƵǕƒ lƧƒþg	Ĭ ƪöƶ!ƒ ǇƪƠ .þ	4
ǁ ĂdžƧö!ƒ	ǂdžǴƵ lƧƒþg	ǂǉĂǴƮƤ Ơ!ǴƮ .þ	5
ǁ ĂdžƧö!ƒ	Σ ƼǇ!ƒĂ ǂöƕƧƙ!ƒ DžǃƵ	ǇƒƧ|Ƭ!ƒ ǇǴǉƠ .þ	6
ǁ ĂdžƧö!ƒ	Σ ƼǇ!ƒĂ ǂöƕƧƙ!ƒ DžǃƵ	ǂƶöǴƕƧ lƨdžơ .þ	7
ǁ ĂdžƧö!ƒ	Σ ƼǇ!ƒĂ ǂöƕƧƙ!ƒ DžǃƵ	ƘƒþöƕƵ ƇǖƵ .þ	8

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جامعــــة اليرمـــوك
YARMOUK UNIVERSITY

كليـــة الاقتصاد والعلوم الإدارية
قسم إدارة الأعمال

الرقم : ك ق/50/107/ ١٩١
التاريخ : ٩ /رمضان/1435 هـ
الموافق : ٨ /تموز/2014 م

لمـــن يهمــــه الأمـــــــر

الموضوع:تسهيل مهمة

تحية طيبة وبعد،

ارجـــو العلـــم بـــأن طالـــب الماجستير احمد عبدالله قاسم سويدات ورقمـــه الجـــامعي (2011360050) يقوم بإجراء دراسة ميدانية استكمالا لمتطلبات رسالته للماجستير والتي هي بعنوان :

" أثر التفكير الإبداعي على فاعلية عملية إتخاذ القرار الاداري في شركات التأمين العاملة في الأردن"

لذا يرجى الموافقة على تسهيل مهمته وتقديم المعلومات التي يحتاجها لإكمال الدراسة. علماً بأن المعلومات ستعامل بمنتهى السرية وستستخدم لأغراض البحث العلمي فقط.

وتفضلوا بقبول فائق الاحترام والتقدير،،،

المشـــــــرف

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Abstract

Sweidat, Ahmad Abdullah, " The Impact of Creative Thinking on Effectiveness of Administrative Decision-Making Process: A Field Study from Top and Middle Management Perspective in Insurance Companies Operating in Jordan" Master Thesis, Business Administration, Yarmouk University, Irbid, (Supervisor : Prof. Fuad. N. Al- Shaikh, 2014).

This study aimed to identify the extent to which creative thinking exists in insurance companies operating in Jordan from top and middle management perspective. It also aimed to identify the level of effectiveness of administrative decision-making process in insurance companies operating in Jordan from top and middle management perspective. The study also sought to investigate the relationship between the level of creative thinking, and the effectiveness of administrative decision-making process. In addition, the study investigated if there are significant differences in each of the level of creative thinking, and effectiveness of decision-making process attributed to employees demographics, and company characteristics.

In addition, the study examined if demographic, and company characteristics are responsible for differences (if any) in level of creative thinking and effectiveness of decision-making process.

The researcher contacted 24 insurance companies out of 28 companies operating in Jordan. Two hundred and seventy questionnaires were distributed to high and middle level management employees working in these companies. After different follow ups with the respondents the researcher was able to return 218 usable questionnaires.

To achieve the objectives of the study, the researcher designed a questionnaire, consisted of three parts, the first contained 25 paragraphs measuring the availability of the five dimensions of creative thinking. While, the second part addressed the level of effectiveness of decision-making process. The third part included questions about company and demographic characteristics.

The study reached to the following findings :

1. the presence of a high level of statistical significance at the significance level (□ $\leq$ 0.05) for the availability of the creative thinking with its five dimensions in insurance companies operating in Jordan.
2. There is a high level of statistical significance at the level of significance ($\alpha \leq$ 0.05) for the effectiveness of administrative decision-making process in insurance companies operating in Jordan.
3. There are positive correlations between each of the five dimensions of creative thinking (i.e. fluency, flexibility, originality, elaboration, and sensitivity to the problems) and effectiveness of administrative decision-making process in insurance companies operating in Jordan.
4. No statistically significant differences in the dimensions of creative thinking and effectiveness of decision-making process in insurances companies operating in Jordan attributed the following variables (sex, age, scientific qualification, number of experiences years, size of company, and age of the company).

In light of these findings, the following recommendations can be made:

1. provide continuous training in development of creative thinking skills for managers to update their knowledge and skills about the latest development in this field.

2. keep all managerial levels involved in the decision-making process, and provide chance for them to be updated in the latest development of decision-making processes and techniques. Doing so is more likely to reduce resistance and increase degree of acceptance and facilitate implementation of decision making without future barriers.

Key words: Creative thinking, Effectiveness of decision making process, Insurance companies operating in Jordan.